

Leverage Customer Behavior Patterns



Z-Count

Z-Count is the first video-based platform that accurately measures and tracks patron behavior at any defined area of a business such as a department, aisle, or display area. Z-Count tracks how many consumers enter the designated zone in real-time and how much time they spend there.

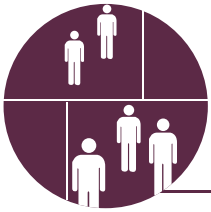


Applications & Benefits

Z-Count collects objective and accurate data regarding visitor behavior within defined zones for the purpose of business optimization.

- ▶ Provides data to enhance product placement, staff to customer ratios, marketing effectiveness and more.
- ▶ Increases short and long term conversion rates by optimizing staff in the relevant business areas.
- ▶ Improves understanding of average visit lengths and customer volumes, trending by month, day and hour.
- ▶ Monitors ROI and effectiveness of marketing campaigns, store layout and signage.
- ▶ Allows evaluation of in-store traffic trends and management of staff allocation accordingly.





Z-Count Key Features



Product & Technology

- ▶ Z-Count was developed by leveraging military and industrial video imaging technologies and is protected by several patents.
- ▶ Patented recognition algorithms allow the distinction between visitors and passers by.
- ▶ Time stamps reflect each customer's staying time in a given zone.
- ▶ Provides unmatched accuracy regardless of customer density.
- ▶ The simple administration utility located on a centralized server enables remote calibration, zone changes, auditing and reporting hierarchy for all Z-Counts.

Data Management

Data from all Z-Count units can be exported directly on your network to your legacy system or reviewed through the Analyzer software suite. CountWise also offers hosted reporting solutions.

Technical Specifications

Camera	1Vp-p,75Ω, NTSC or PAL
Processing Unit	Advanced DSP processor implementing FPGA technology
Counting Channels	2 simultaneous video channels and 4 digital inputs for additional counting applications (vehicle, cart counting and/or additional video input) Memory Internal non volatile flash memory - Retains data even if the network is down
Data Interface	RS232, RS485, TCP/IP-10/100 Ethernet, Wireless & Cellular modem
Remote Access	Calibration and configuration includes firmware upgrades
System Alerts	Automatically generated
Watchdog	Electrical or communication crash protection with automatic recovery
Data Download	Auto configurable as per client request
Nominal Voltage	12-15 VDC 5Watt
Battery Back-Up	Clock only
Power Over Ethernet	Yes
IP Address	Static
Connector Type	RJ45 568B Standard
Cable Type	Ethernet CAT5
Dimensions	6.00" X 5.50" X 3.25" (152mm x 140mm x 83mm)

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