

ASTRACK AUTOMATED PEOPLE COUNTER AND TRACKER

Unprecedented times have called for unprecedented actions, including the need for regulated numbers of clients in the retail environment. Many larger retailers are employing 'crowd control' measures, BCDS Solutions are pleased to present the AsTrack Automated People Counter and Tracker solution.

The number of customers entering and leaving a facility is automatically tracked and displayed on a dashboard that can be monitored via the facility operation centre, or on a mobile device held by a staff member.

ASTRACK HAS THE SOLUTION

When a pre-defined percentage of the critical number of customers is reached, an alert is provided by the system. This will allow the facility to deploy staff required to the entry/exit, to monitor customer traffic. If the critical number is reached, an escalated alert will be provided. Not only does this solution negate the need for staff to monitor the entry/exit on a full-time basis, (increasing both staffing cost and potential health risk to staff) it also provides an audit trail for the facility, which can be provided if any regulatory queries or issues arise.

The AsTrack Automated People Counter provides a simple, easy-to-use and cost-effective solution to an issue that many large retailers will no doubt face for an extended period.



KEY FEATURES

Utilising patented Brickstream stereo vision & people counting technology to accurately track and analyse traffic in real time, the AsTrack Automated People Counter:

- Captures in-depth customer and site metrics including traffic, queuing and service
- Stereo processing engine provides reliable performance in low light, low contrast, and very bright scenes
- Is simple, unobtrusive, overhead mounting (recessed mount available)
- Supports tilt on both the X and Y axis
- Supports up to 32 metric collection zones per sensor
- Includes stereo height measurement that distinguishes between adults, children and other objects e.g. shopping trolleys
- Utilises filter zones, pass lines, exclusion lines and shopper group identification enable elimination of specific traffic and greatly reduce false counts
- Employs multi-sensor path linking
- Incorporates privacy filters
- Allows for employee filtering to improve data accuracy counting staff movements separately in/out/across location
- Is compatible with your existing analytics and device management solutions
- Allows remote on-demand or scheduled accuracy validation, using the validator tool
- Is a java-free interface

INDUSTRY LEADING

The AsTrack Automated People Counter uses Brickstream technology, featuring industry leading intelligent counting capabilities.

It boasts increased coverage, integrated mounting and backward compatibility to help analytics service providers deploy value added people counting and tracking solutions.

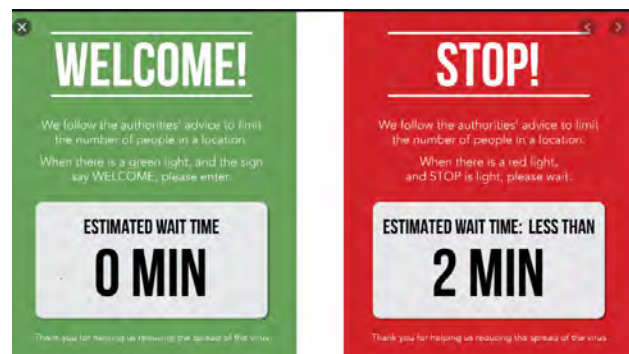


With the addition of the employee filtering feature, personnel movements are counted separately, providing more accurate counts. The AsTrack Automated People Counter provides a true picture of customer traffic. With a high level of accuracy and advanced feature set, the AsTrack Automated People Counter sensor technology provides real time customer traffic data to more businesses around the world than any other sensor.

ADDITIONAL FEATURES:

The AsTrack Automated People Counter solution offers the ability for facilities to publicly advertise the number of customers in their facility.

This will provide customers with the informed ability to make decisions, in real time, as to whether to and when to visit a facility. Providing superior customer experience to competitors, store capacity can be refreshed every 10 minutes, and can be made available for facilities to display on their webpage, on displays at the front of the store, or both.



Please note that internet connectivity will need to be provided by the facility to enable this feature.

An additional benefit of having information publicly available may see a more constant customer flow throughout the day.

CONTACT US

For more information on the AsTrack Automated People Counter solution, or for information on our Thermal Imaging Camera & Workflow solutions, please contact:

BCDS Solutions
Unit 24, 10 Yalgar Rd
Kirrawee NSW, 2232, Australia

Phone (Toll Free): 1800 367 977
Phone: +61 2 8536 1000
bcds.com.au