



# QCount

## Visitor Counting and Management Solution

Would you like to know how many people are visiting your store? Aiming at ensuring efficient staffing and reducing your costs? Interested in improving customer service and optimising your advertisement budgets? QCount is the solution!

### QCOUNT: INTELLIGENCE LEADS TO SAVINGS

QCount is a solution that delivers accurate store occupancy data.

It consists of a network camera with an on-board counting algorithm. The counting data can be sent to either a local or a headquarter-based server. Graphical occupancy/activity reports are generated based on this data.

Unlike server-based counting solutions, QCount requires very little network bandwidth and server processing.

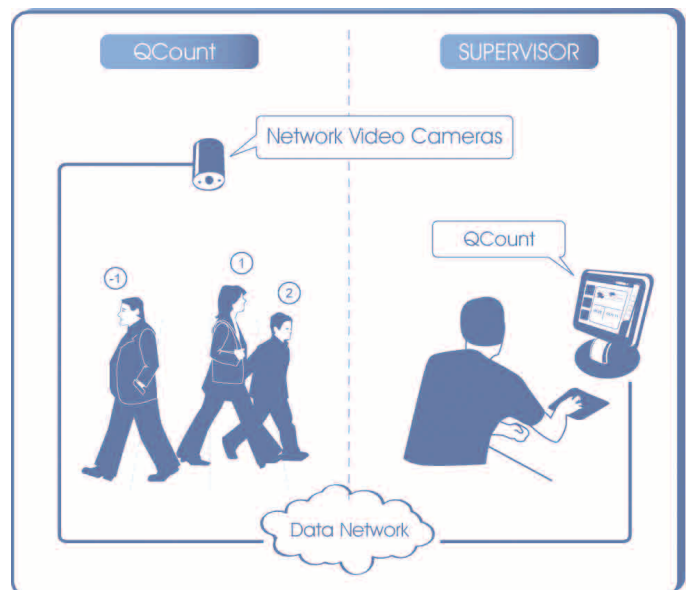
The low hardware and network requirements allow you to use the existing infrastructure.

QCount answers the rising needs for optimised marketing management and can be widely used for retail chains, stores, shopping centres, commercial premises, gaming industry, car parks, pubs, clubs and many other retail locations.



### COST-EFFECTIVE, SCALABLE AND SMART:

- Minimised processing load on the back office server
- Cost-effective solution due to the usage of existing infrastructure
- Easy to use through remote configuration
- Automatic intelligent marketing reports
- User-friendly interface that doesn't require additional staff training



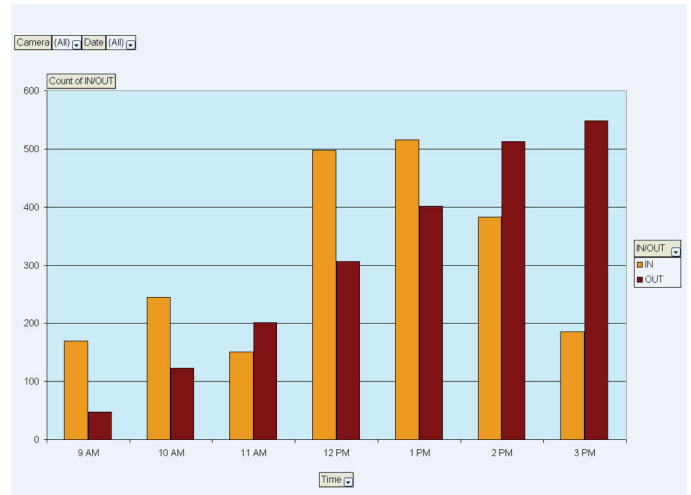
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### OPTIMISE MARKETING - INCREASE YOUR BOTTOM LINE!

Maximisation of sales and improved customer service can easily be reached when QCount is used to provide such key instructions as:

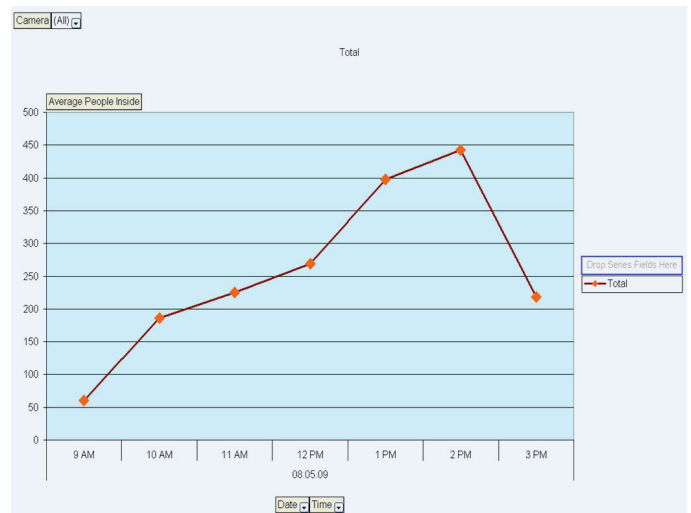
- Conversion rates
- The occupancy rate of a building
- The number of visitors at any moment
- Peaks of visitors' activity in the store
- Activity in a certain store area
- The number of visitors in comparison with the number of employees



Number of visitors at any moment (example graph)

### INTELLIGENT AND PRECISE COUNTING

QCount offers a very precise people counting that can even distinguish the number of people in a group. It is capable of handling such situations, in which people linger or make a U-turn in the counting zone. QCount is designed to work in diverse lighting conditions.



Peak of visitors' activity in the store (example graph)



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### KNOW MORE TO SERVE BETTER

#### Boost Sales Performance

With QCount data you can calculate customer conversion rates, the percentage of store visitors that actually make a purchase. This analysis enables managers to evaluate and improve their sales indicators.

#### Adjust Advertisement Budget

Managers can easily see if the company advertisement efforts are effective and how they relate to the number of visitors in the store. QCount allows you to draw conclusions on the effectiveness of store visual materials and renovations, success of exhibitions, promotions and other marketing activities.



#### Optimise Product Placement

By delivering graphical data of aisles occupancy, the service allows in-store product placement optimisation and quick evaluation of the effectiveness of product repositioning to invite new product discovery.



#### Ensure Efficient Staffing

QCount allows management to determine peak visitors' hours and calculate when most staff is needed on site. This leads to reduced staff costs and enhanced workforce management.

#### Improve Store Operations

QCount is helpful in adjusting the store's opening hours to best suit the customers. It is a perfect tool for top management to analyse customer flow throughout the whole retail chain or certain store areas and make appropriate decisions afterwards. In addition, by calculating average visit duration you see to which extent people enjoy their stay in your store.



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### Quadrox Intelligent Retail Counter

- Configurable Over the Network
- Embedded People Counting Analytics
- Intuitive Web Browser Interface



M-100



M-200

### Specification - Model 100

Camera Module	
Image Sensor	VGA CMOS
Effective Pixels	640 x 480
Scanning System	Progressive Scan
Horizontal Resolution	550 TVL
Minimum Illumination	3 Lux (Color), 0.1 Lux (DSS On)
Lens	3.3 ~ 12 mm Vari-Focal, Fixed Iris
Day & Night	S/W

Electrical	
Power Source	12V DC, DC Jack
Power over Ethernet	Not Available
Power Consumption (Approx)	360 mA @ +12V

Mechanical	
Material	Polycarbonate
Color	White, Black
Dimension	Housing: 115(φ) x 103.2(H) mm Dome: 100(φ) mm
Weight (Approx)	480 g

### Specification - Model 200

Camera Module	
Image Sensor	1/3" SONY Super HAD CCD
Effective Pixels	768 x 494 (NTSC) / 752 x 582 (PAL)
Scanning System	2 : 1 Interlace
Horizontal Resolution	550 TVL
Minimum Illumination	0.3 Lux (50 IRE, AGC HIGH, DNR HIGH) 0.002 Lux (Sens-up X 128)
Lens	2.8~10.5 mm F1.2 DC Auto Iris Board Vari-Focal
Day & Night	S/W (IPE3500L-1111) IR Cut Filter Remove

Electrical	
Power Source	12V DC
Power over Ethernet	Support, IEEE 802.3af
Power Consumption (Approx)	300 mA @ +12V

Mechanical	
Material	Polycarbonate
Color	Ivory
Dimension	Housing: 150(φ) x 113.2(H) mm Dome: 100(φ) mm
Weight (Approx)	1080 g

Function	
Network Protocol	10 / 100 Base-T TCP/IP, UDP/IP, HTTP, RTSP, RTCP, RTP/UDP, RTP/TCP, SNMP, mDNS, UPnP, SMTP, SOCK, IGMP, DHCP, FTP, DDNS, SSL v2/v3, IEEE 802.1X, SSH

Environmental	
Operating Temperature	0°C ~ 50°C (32°F ~ 122°F)
Operating Humidity	Up to 85% RH, Non-condensing

### Intelligent Video Counting Analytics (Included as Standard)

High Performance	Advanced Algorithm
Easy to Use	Intuitive Web Browser Interface
Detection Zones	Multi-segment Polygons and Lines
On-screen Display	Real-time Display of Tracking Data and Events

### Advanced Intelligent Video Analytics

Detection Behavior	Direction, Entering, Exiting, Counting
Statistics	Counting Functions and Other Statistics
Meta Data	Binary XML Format