

# People Counter

## People *Focus*® Embedded

With the People *Focus*® Embedded the high efficient counting software People *Focus*® has been successfully integrated in a state of the art IP Camera solution. The People *Focus*® Embedded extends the VISAPIX portfolio by a modern and efficient product.

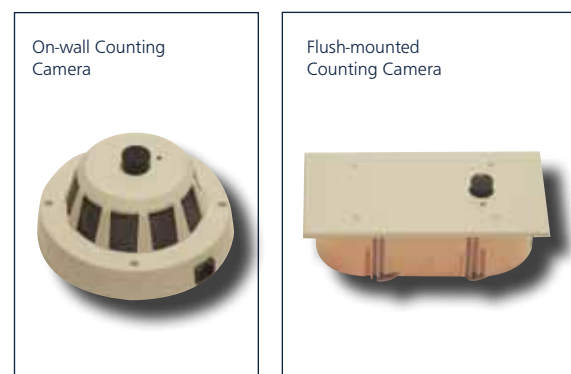
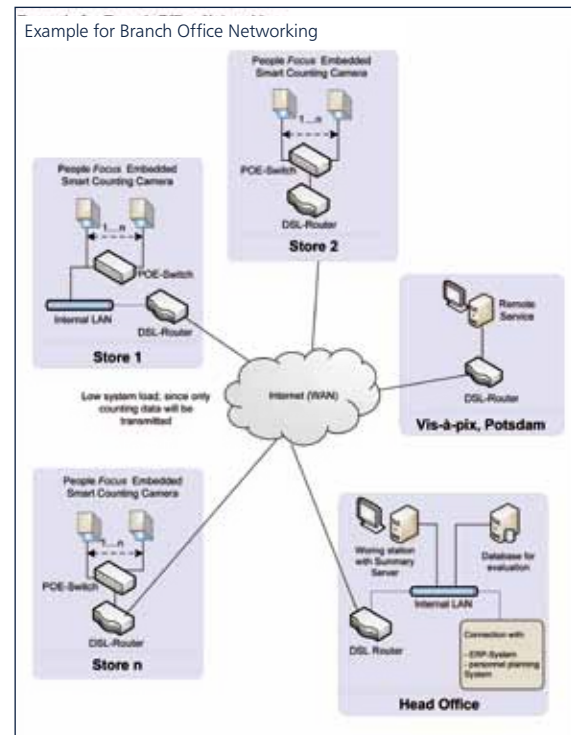
The VISAPIX People Counter product family is used wherever the correct counting of people and the reliable analysis of customer behaviour is essential for marketing, service and a rise in efficiency. The People *Focus*® is implemented as a counting tool and achieves maximum accuracy. The software analyses how many persons at what time pass a certain location in a store or which entrance is used at what time of the day.

Product	Product Description
People <i>Focus</i> ® Embedded	<ul style="list-style-type: none"> <li>- Intelligent camera for counting people with a very high counting accuracy</li> <li>- Use as well with low camera height, dense crowds and not-moving undergrounds.</li> <li>- Robust under changing light-conditions.</li> <li>- Low consumption device</li> <li>- Ease of assembly (flush-mounted or wall-mounted)</li> <li>- Data storage SQL-database for subsequent evaluation, generating reports</li> <li>- Real-time data transfer via compound SDK Interface (XML over TCP/IP)</li> <li>- Easy implementing, remote updates</li> </ul>
Focus Configurator	<ul style="list-style-type: none"> <li>- Easy configuration with standard profiles.</li> <li>- Situation adequate vernier adjustment.</li> <li>- Visual control of analysing performance real-time.</li> </ul>
Report Configurator*	<ul style="list-style-type: none"> <li>- User-friendly configuration of the automatic or manual user-defined report generation</li> <li>- Visualisation of statistical evaluation (graphic or MS Excel tables)</li> <li>- Transmission of statistical evaluation via Email, FTP-upload, or save on local file system</li> </ul>

Technical Data	
Power supply	Power over Ethernet (Endspan devices only)
Performance	~2W
Temperature range	-20 °C to +70 °C
Camera Mounting	From height 2,15 m
Database server*	External or internal database Different units depending on amount of cameras
Dimension	On-wall: Ø 130mm/height 69mm Flush-mounted: 81mm/151mm/45mm B/L/D

System Requirements	
Camera Alignment	Upright camera position
Communication	Broad-band connection (DSL2000, min. upload rate 200 kbit) necessary (Remote configuration, Data Transmission**)
Resolution	A person of 1.80m height must be visible 1 meter before and after the counting line. Not-moving underground is required. (e. g. escalators) Illumination > 200 Lux

\*: relevant for a Database solution \*\*: for Database solution with external server



Scope of Delivery	
Complete system	Focus Camera, 8-Port PoE Switch, Database server*
Software	Installations-CD and Dokumentation

