VIDEO CONTENT ANALYTICS

Counting

HD / IP

The Counting feature enables you to create a virtual line within the camera field of view, and count people or objects that move across that line. Simply draw a line in the analytics interface, configure an arming schedule for when to count, zero the counts, and send a notification when a count occurs.

Counting functionality is ideal for:

- Generating precise people counts for defined crossing boundaries

- Analyzing customer flow by area, by daypart to improve retail staffing and store planning

- Improving merchandising strategies by identifying high traffic areas

- Evaluating the impact of advertising and promotions

- Understanding movement in high traffic facilities to improve crowd control measures

- Identifying high performing employees and stores

Applications

- ↘ Airports
- ↘ Banks
- ↘ Convenience Stores
- ↘ Correctional Facilities
- ↘ Hotels
- ↘ Military Bases
- ↘ Public Events
- ↘ Schools
- ↘ Supermarkets
- ↘ Transit Stations
- ↘ ...and more

Features & Benefits:*

- Easy setup to count objects that move across the line in either direction

- The Arming Schedule allows you to set up a schedule for when counting is enabled

- The Enable OSD Overlay feature enables you to show counting statistics overlaid on the live view image.

  - The overlay shows the counts for Enter (people/objects passing in the direction of the arrow on the virtual line) and Leave

  - You can change the direction of the arrow on the virtual line, to reverse the Enter and Leave counts

*Alibi DVRs, NVRs, HD and IP cameras can perform Counting