

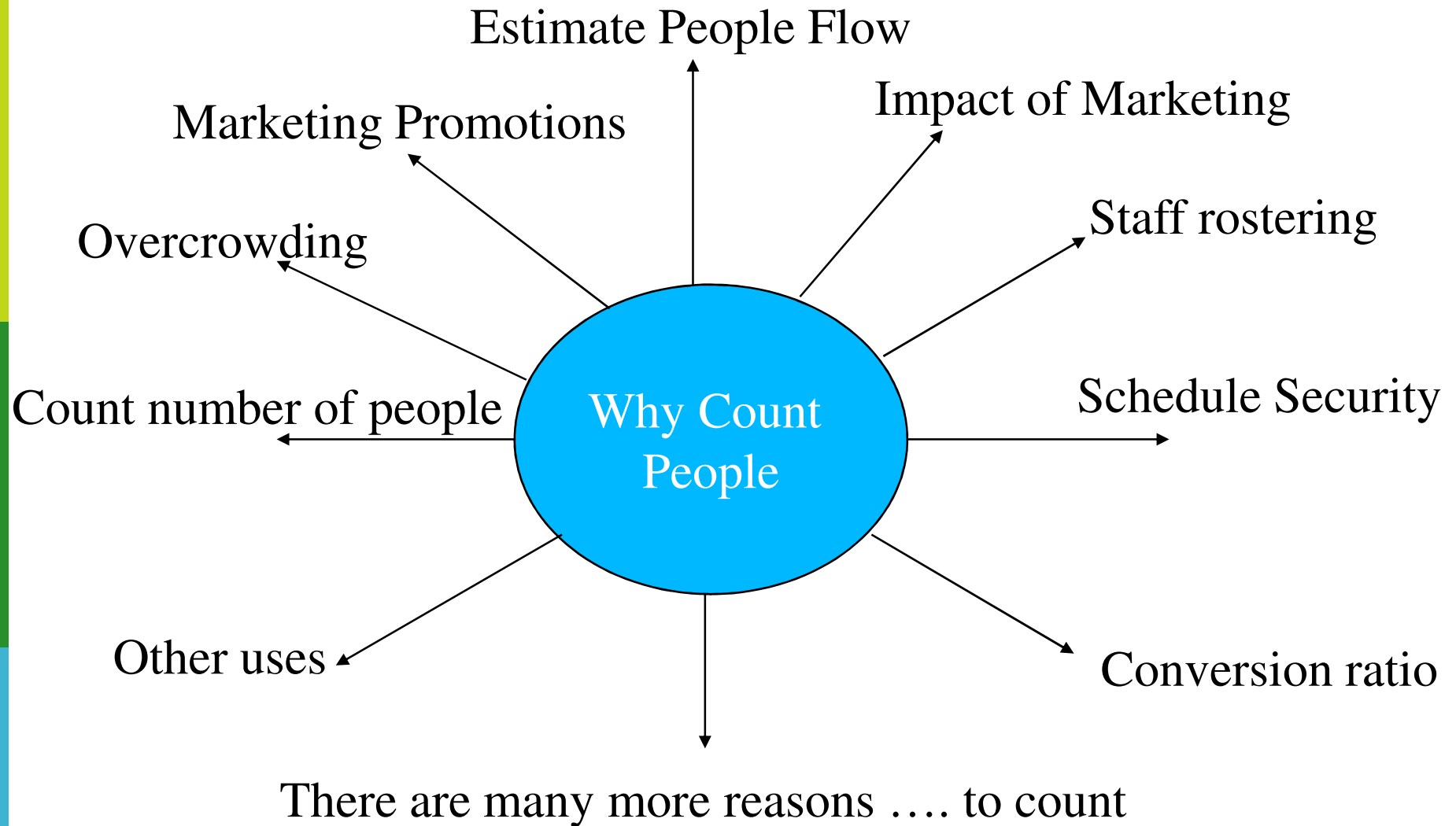


sensennetworks[®]
Focus on the Relevant

SenCount

A Complete People Counting Solution

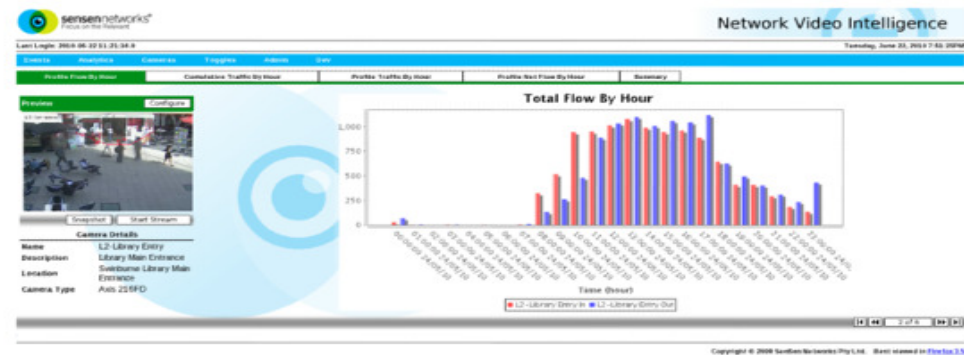
Why Count People?



SenSen People Counting Solution



Accurate 24/7 People Counting
Uses Pre-installed Surveillance Cameras
No change to camera positions or views
Works with IP & Analogue Cameras
Simple & non-disruptive installation



Many Methods to count ...



Tally Counter



Counter

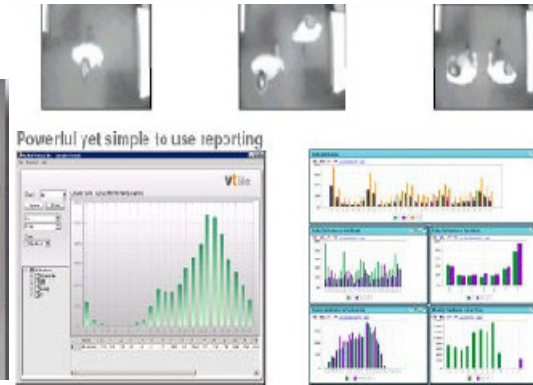
In-efficient

Beam Cutter



In-accurate

Top down view Cameras



Ill-conceived

Thermal Sensor



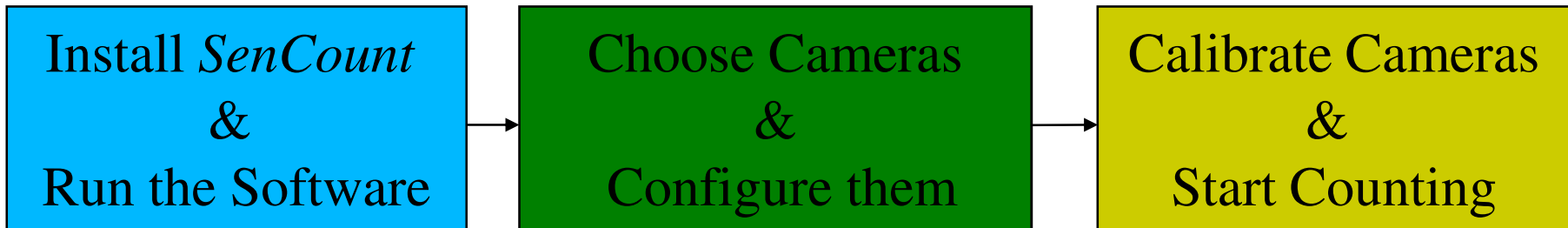
Expensive

There are many ways to count ...

only one way to SenCount

SenSen's *SenCount* is **Efficient**, **Accurate**, and **Cost-effective** that Counts by leveraging existing surveillance cameras and views

Simple 3 Step Process to get Started



Start Counting Your ...

Visitors

Customers

Opportunities

Optimise your costs and Maximise your profits from today!

SenCount Solution Components



- SenSen Video Processing Unit
 - 2.0 GHz or higher Intel Core 2 Duo PC
 - 1GB Ram
 - 500GB Hard disk
- Software involving
 - People Counting Analytic algorithms
 - Count Calibration Suite
 - Analog & IP Camera Interface APIs
 - SQL Data Base & Networking
 - People Count Report Generation Suite
 - Web-based Graphical Interface

License Cost Scales with the number of cameras and entrances

Features



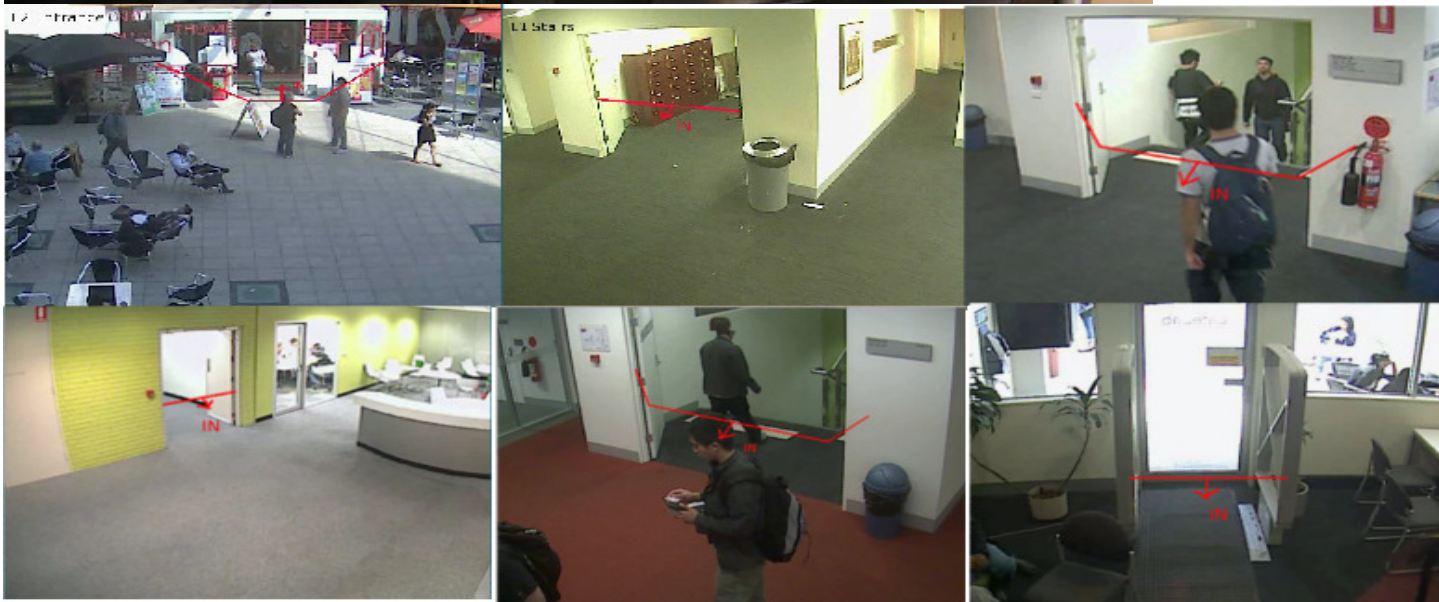
- Fully computerised and networked people counting system
- No additional sensors needed – works on images collected by existing surveillance cameras
- Accurate 24/7 people count from any number of cameras
- A web based user interface to
 - Specify lines within the image across which people need to be counted
 - Configure & Calibrate cameras for people counting
 - Store people count information in a data base
- Supports multi-store/franchise counting
- Provides tools to
 - access information using a web browser from anywhere in the world
 - generate automated reports in both csv and pdf forms
 - send e-mails of specified reports on a daily/weekly/hourly/monthly basis
- Supports calculation of conversion ratios & trends for retail applications
- Determine occupancy levels across different floors in a multi-story building/complex
- Robust to lighting changes

Swinburne University: Counting Library Visitors & Determining floor occupancy



People Counting using Pre-Installed Security Cameras

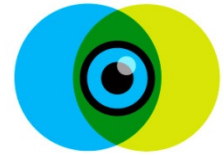
6 Axis IP cameras to do people counting and Real time occupancy over 4 levels



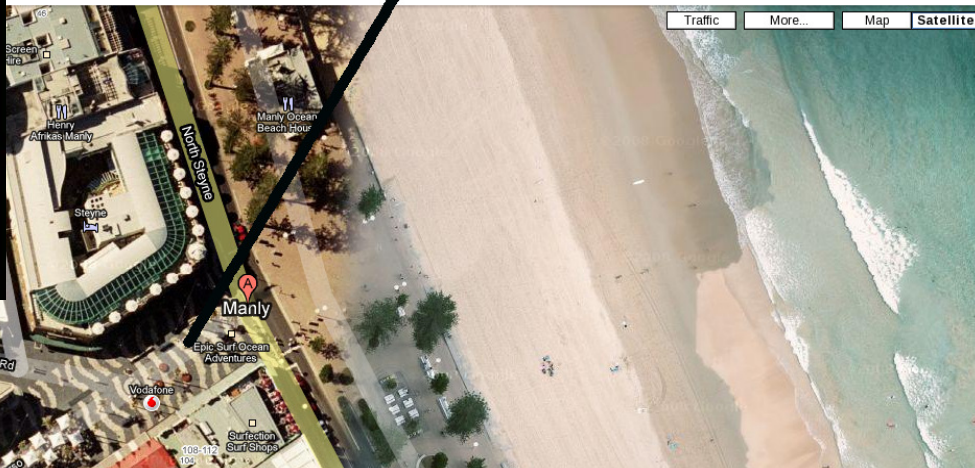
Follow this link for an ITWIRE news Coverage on this

<http://www.itwire.com/business-it-news/security/40873-swinburne-university-security-camera-rollout-continues-video-analytics-being-deployed?start=1>

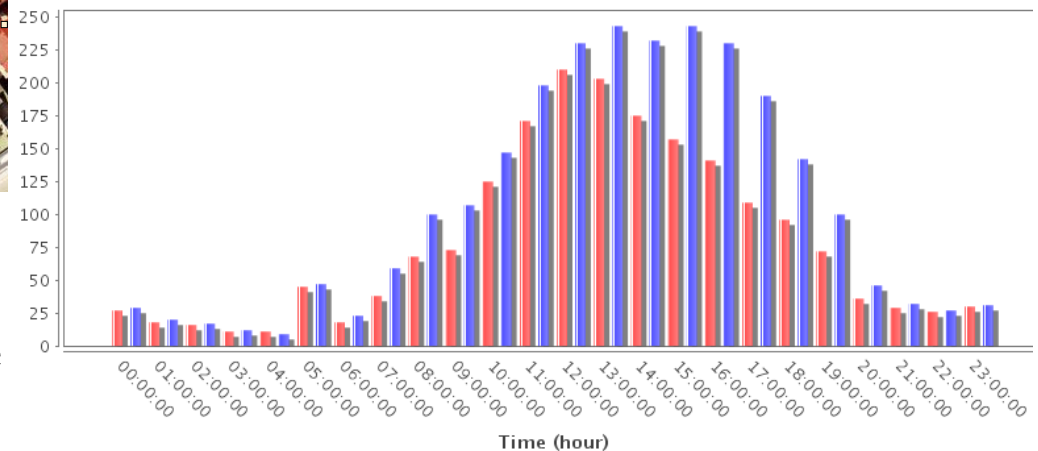
Manly Council: Determining Tourist Traffic Flow & Trends



Cameras positioned along the Corso at Manly



Daily Average Flow By Hour



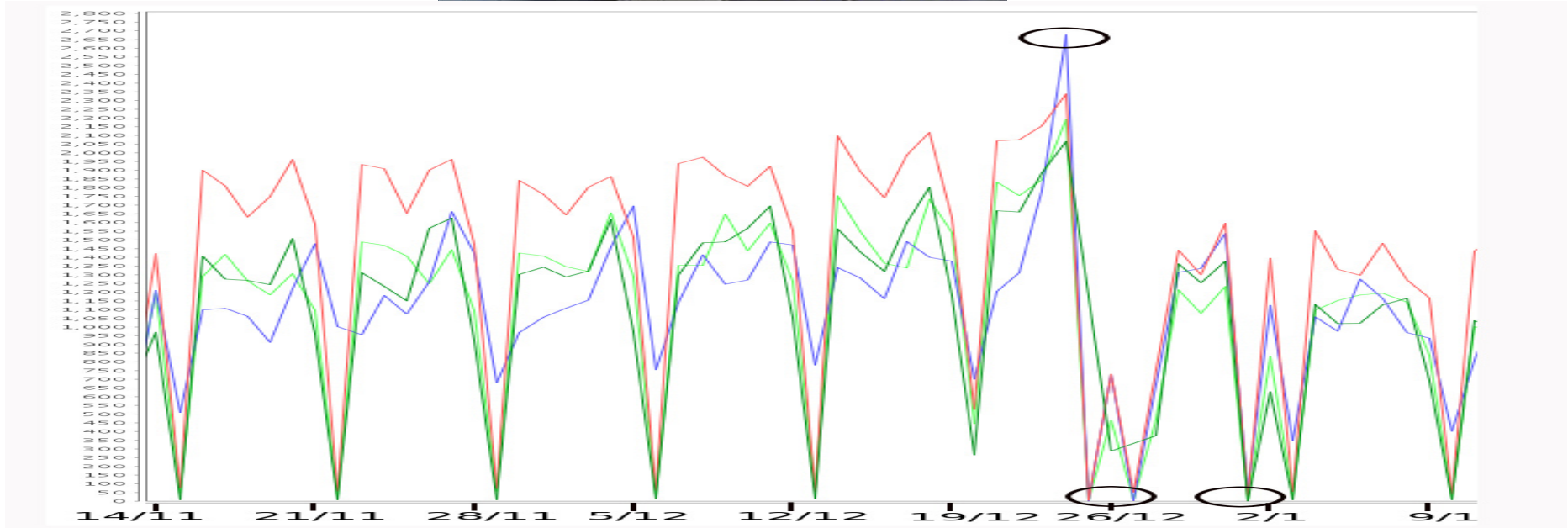
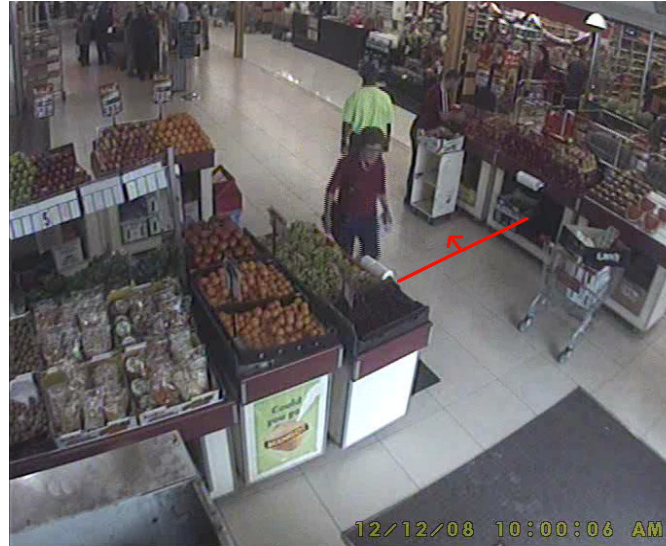
■ Rule(s): People Counting Camera(s): Camera 1 In ■ Rule(s): People Counting Camera(s): Camera 1 Out

**8 Mobotix
Cameras Pre-Installed for 24/7
Surveillance enabled to count people
Reports e-mailed to council everyday**

Bulleen Shopping Plaza: Determining Shopping Customer Traffic Trends



**4 Analog Cameras
Pre-Installed for 24/7
Surveillance enabled
to count people**



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