

## 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*



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