

# PRODUCT BRIEF

Vision intelligence for KPIs that matter



## People Analytics

### AI-enabled camera system



powered by



### Solution description

- ✓ Privacy-preserving **people** detection allows non-identifying customer and personnel tracking and counting analytics
- ✓ Events tracking provide **real-time alerts** about restricted area access and occupancy limits violations
- ✓ High-level analytics, such as **people flow**, **heatmaps**, **occupancy data** for indoor & outdoor areas and zone segmentation, enable reliable **Smart Building** power optimizations, **Smart Retail** applications and safety-compliant **Industry 4.0** area management



Privacy-preserving  
people analytics

**>97% Accuracy**

### Key features



Customer  
Counting  
Analytics



Pre-configured  
setup and fully  
customisable



Tracking people  
across scene



Local processing at  
the edge - no Cloud  
processing



Privacy-preserving,  
GDPR compliant by  
design

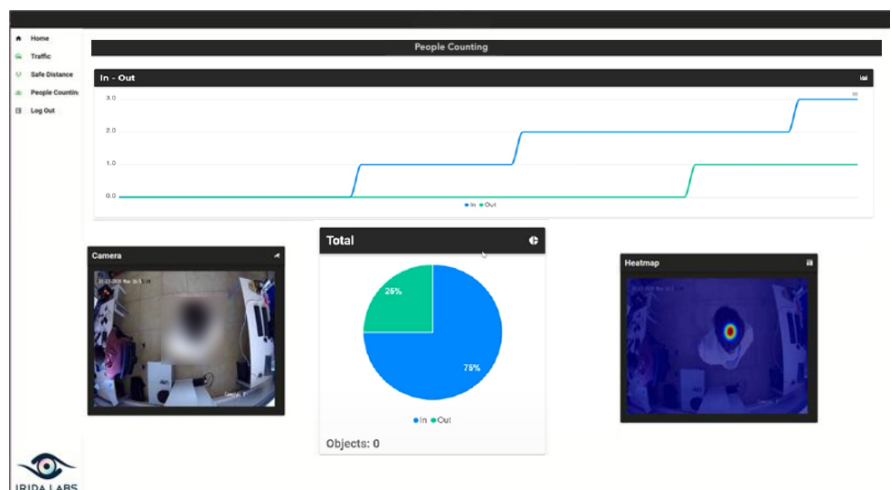


Easily scalable,  
cost-efficient

### Turn-key solution

All-in-one solution for  
plug-and-play AI  
performance:

1. AI-enabled camera system
2. Proprietary AI SW
3. Intuitive user interface



## People Analytics

### Technical specifications of hardware and software

Camera System	Hikvision iDS-2CD7546G0/S-IZHSY (Dome, 2.8-12mm)
View	Top-down
Performance	12FPS
Accuracy	>97%AP for people detection
Mounting height   Optimum	2.5 - 6.0m   5.0m
Image resolution	2680 × 1520
U-turn support	Yes
Environment	Indoor
Maximum walking speed	~5 km/h (1.8 meters per second)
Number of crossing lines	Unlimited
E-mail & video recording alert	Supported
API	REST/JSON

### Camera view example



### Installation

