



## DIGIOP 3D: A Cutting Edge Intelligent Video Analytics and People Counting Camera

### Counting Intelligence:

For retailers, accurate people counting is essential for managing store performance. DIGIOP 3D counting intelligence gives you the power to reliably measure traffic of each store. With sales data alone, you only see part of the picture. DIGIOP 3D counting solutions reveal the entire picture so you can better plan labor schedules and measure store performance at the highest level of accuracy.



When combined with DIGIOP ELEMENTS, DIGIOP 3D counting intelligence allows store managers to:

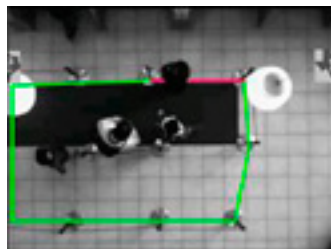
- View a real time dashboard of transaction, traffic, and conversion rate data
- Add video verification to transactions and counts to ensure accuracy of store performance
- Track traffic pattern trends over time and during promotional and seasonal events

### Queuing Intelligence:

DIGIOP 3D Camera lets you efficiently manage checkout areas, both proactively and in real time. Reduce labor costs while optimizing customer service, resulting in increased sales and customer retention.

When combined with DIGIOP ELEMENTS, DIGIOP 3D queuing intelligence allows store managers to:

- View a real time dashboard of current wait times
- Add video verification of all queues and service zones
- Receive real time alerts based on specific queue rules
- Predict upcoming wait times based on store arrivals, and open lanes in a proactive manner
- Effectively manage labor allotments based on actual customer service needs
- Compare standard, self-checkout, and express lanes to optimize performance
- Track service efficiency

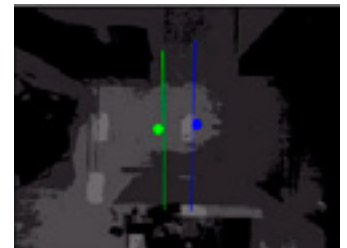


### Multiple Zone Intelligence:

DIGIOP 3D cameras also support multiple count zones within a single device using the advanced software option. This allows you to count entries, exits, and passes for multiple areas of interest and have them all report independently of one another from a single DIGIOP 3D device. Multi-zone allows you to take advantage of using fewer cameras but attain more traffic data giving you a more cost effective performance tool.

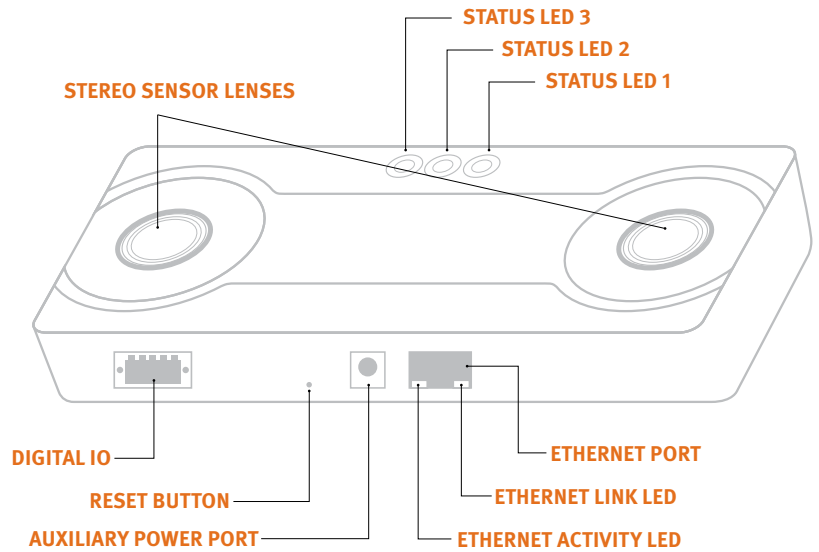
### Privacy Zone Masking Intelligence:

The privacy option allows you to mask video produced from the DIGIOP 3D camera in highly sensitive areas. A digital mask of the live video image stream is implemented within the camera allowing you to gain traffic data in areas such as changing room entrances without violating a customer's privacy.



**KEY FEATURES**

- Stereoscopic camera design (3D)
- 5 fps @ CIF resolution B/W video with 5.0 lux
- Real-time in-store data delivery to DIGIOP ELEMENTS™ software with video verification
- Simple, intuitive web interface provides full device configuration and management capabilities
- Extreme counting accuracy - typically greater than 95%
- Filters objects based on height, shape and size (i.e. children, shopping carts and strollers as desired)
- Robust and accurate metrics across a broad set of environments: indoor/outdoor and high traffic
- Adjusts automatically to environmental changes: lighting, temperature, etc.



6.1"W x 2.6" H x 1.2"D

**The Advantages of Video Integration**

Integrating video analytics and data management at the edge reduces total cost of ownership by allowing the device to operate as a standalone device without the need for an external PC or controller, or as an integrated intelligent camera into the DIGIOP video server platform. If used in conjunction with a DIGIOP video server, store managers can view real-time data on the dashboard as well as review video and data for easy in-store validation. An integrated web server enables complete configuration and management via standard web browsers, locally at the store or remotely over a WAN. The system scales by simply adding additional devices to the network.

Industry standard 802.3af Power-over-Ethernet is supported to facilitate reuse of existing networking infrastructure and network management tools. Standard protocols for time synchronization and software updates are supported.



**SEAMLESS INTEGRATION**

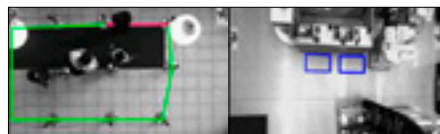
Our DIGIOP™ 3D camera seamlessly integrates with DIGIOP ELEMENTS™

Contact a Sales Representative for licensing options.

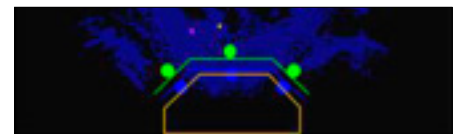
**DIGIOP® 3D allows you to...**



Count people with extreme accuracy - typically greater than 95%



Review in real time traffic areas and determine queue lengths and wait times



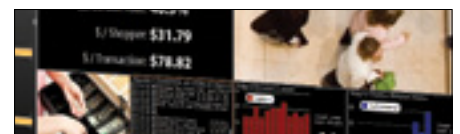
Heat mapping for easy additional set up validation



Filter objects based on height, shape and size; i.e. children, shopping carts and strollers as desired



Maintain robust and accurate metrics across a broad set of environments: indoor/outdoor, high traffic & high density



Combine with DIGIOP ELEMENTS™ to calculate store conversion rate and optimize real time store performance