Why Count People?

There are several reasons to implement people counters. Here are the *top five reasons* our customers use people counting systems:

- **Measuring Your Traffic Over Time:** Use your traffic counting data to support project or program funding.
- **Determine Your Conversion Ratio:** Identify true opportunities and improve your conversion with retail counter systems.
- **Evaluate Advertising and Promotions Effectiveness:** With a Traf-Sys people counter, you can measure which promotions work best.
- **Optimize Labor:** Avoid over or under-staffing by getting a better handle on your peak and slow times of the week.
- **Leasing:** Before signing a long-term lease, know how the new location shopper traffic compares with your current location(s).

What Are People Counters?

People counters are electronic systems that utilize readers mounted at entrances to count people as they walk into a facility or zone. Our VisiCount software then separates the counts by entrance and time, adding in variables such as sales transactions, daily special events, weather conditions, and staffing hours. With this key data, a full suite of business intelligence reports are generated, enabling store owners and business managers to make informed decisions.

Traffic Counter Types:

- **Overhead vs. Horizontal (beam-type)**
  Like the names suggest, overhead people counting sensors are mounted on the ceiling and horizontal (beam-type) sensors mount on both sides of a doorway.

- **Wired vs. Wireless**
  All overhead sensors will require wired network connections. All of our horizontal people counter sensors can be wireless (battery-powered), and our Z-Series can be either wired or wireless.

- **Bi-Directional vs Uni-Directional**
  With many of our people counting systems, we can tell whether a person walked IN or OUT (which is called bi-directional counting). All of our overhead sensors, and the horizontal OmniCounter, have this directional counting capability.
Industries Served

Retail
Retail business owners know how competitive the industry is and how tight profit margins are. It’s not uncommon that a 0.5 percent increase in a retailer’s conversion ratio can yield hundreds of thousands of dollars in additional profits. Traf-Sys has 12 years of retail and shopping center experience using counting data analyses to help our clients achieve higher profits.

Shopping Malls
Unlike its big box counterpart, the shopping mall retailer has the added challenge of needing to pack its most lucrative merchandise into a small area. Shopping mall business owners and managers that leave merchandise planning and displays to chance are setting themselves up for failure. Traf-Sys people counting systems enable you to make informed decisions.

Casino/Gaming
Casinos are fast-paced environments filled with flashing lights and gaming sounds. Like a shopping mall store environment, you need to know which areas are generating the most interest from your clients — especially as you plan to add more games down the road — and our people counting systems can provide you with that information.

Libraries
If you’re manually keeping track of patrons that visit your library, you can probably attest the when the staff becomes busy taking care of patrons, the first thing that slips is the tally-keeping. With Traf-Sys, you don’t have to choose between taking care of your patrons and keeping track of the important patron counts that you need for state funding as well as your own staffing goals.

Universities/Public Sector
Not only do universities have facilities where students go to learn, they also have a variety of other types of facilities ranging from dorms, cafeterias, convention halls, sports complexes, museums, and more. Having an understanding of the daily traffic counts to each of these facilities provides a myriad of benefits.

Our Customers
VisiCount Software

Traf-Sys’ people counting software provides near real-time access to reliable and accurate pedestrian traffic data via an intuitive online platform. Through a single, easy-to-use interface, clients can access traffic data on any computer with a network connection. Traf-Sys can also host the data from your retail traffic counters and make reports available for online generation.

Advanced software functionality includes detailed business reporting options that enable users to generate custom reports. The data is available in a variety of formats to monitor the most important business metrics. Easily pull reports and use this actionable information to make more informed business decisions.

Our traffic counter solutions are scalable to meet the needs of any size business, whether your business has one individual site or you need to manage multiple locations from headquarters.

Key Features of the People Counting Software System:

- Ability to connect the retail traffic counters via your LAN or WAN, a PC serial port, or a modem
- Easy-to-use menus for quick system setup and report generation
- Fully scalable database structure for easy customization of your traffic counting system analysis
- Comprehensive, management-level reports that can be presented in chart, tabular or drill-down formats
- Unique snapshot reports, such as Weather and Special Events reports, that enable you to examine traffic with regard to unique circumstances
- Interfaces available to link sales and staffing data to analyze each in the context of traffic
- Ability to create report templates and automatically generated and distributed reports based on the latest data

With optional Traf-Sys data hosting and reporting, we take care of everything, and you won’t need any software or data storage for the system.
Overhead People Counting Sensors

**Video Sensors:**

**Eclipse**
- Curved, aesthetically attractive design
- Easy installation and setup
- Counts directionally (IN vs. OUT counts)
- Customizable count zones adapt virtually to any entrance
- Data is stored during a power loss
- Handles high volume traffic

**Vision Apex Stereo**
- Built-in data protection during a power loss
- Remote configuration of detection zone
- Supports remote video capture for accuracy validation
- PoE (Power over Ethernet) and external power options
- Adjusts automatically to changes in lighting, temperature, and other environmental variables
- Handles high traffic volume
- Can filter carts, children, and strollers
- Can measure heights of people
- Flash memory stores configuration settings and up to 10 days of data

**Thermal Imaging Sensors:**

**Gazelle Series (Thermal Imaging)**
- Low profile design
- WideTracker capability for up to 8 units, allowing for effective coverage of entrances up to 118 feet wide at maximum mounting height
- Customizable count zones adapt virtually to any entrance
- Operation independent of ambient light
- Web-browser set-up tool for remote configuration
- Simple Power-Over-Ethernet connection
- Tamper-proof enclosure mounts in the ceiling, out of harm’s way
- Data is stored during a power loss
- Handles high volume traffic
Wireless Horizontal People Counters

OmniCounter Wireless

- Flexible design allows for door-frame mount or wall-mount
- Battery operated for a truly wireless installation
- Side or Front IR Beam (user selectable)
- Low or High Power IR Range (user selectable)
- 418 MHz radio interface
- Unique serial number embedded in radio packets
- Up to 18 ft. maximum Infrared transmission range in high-power mode
- Small size, light weight, fast and easy installation
- Can be used alone or with a Traf-Sys MIU data controller and wireless repeater enabling remote viewing

Omnicounter Pro - Display Only

- Realize the true profit potential of your operation with accurate traffic statistics
- People crossing the detection area are counted
- Flexible design allows for door frame mount or wall mount
- Sensing technology is never confused by color, size or ambient lighting
- Battery-powered, no electrical wiring required
- Integrated 6-digit LCD display indicating total counts
- Small size, light weight, fast and easy installation

Data Controllers & Accessories

MIU-1000 Wireless Data Controller

- Customizable alert and event utility
- Easy setup and integration with Traf-Sys VisiCount software, enabling management of thousands of MIUs
- Push- or pull-data exchange options
- 12,000 record archive capacity
CompuCount Data Controller
- 418 MHz and 900 MHz options
- No dedicated computer connection is required; data is stored within the device until connected to a computer
- Flexibility to collect traffic data by the half hour, hour, day, week, or month
- Half hour counts are stored for 3 months; daily counts are stored for 1.5 years
- Count data can be exported to create charts, graphs and reports
- CRC-16 Error Checked Radio Data assures data accuracy
- One year warranty

900 mhZ Pulse Transmitter
- Thermal sensor contains all the same counting capabilities as the IP connected model.
- Local 110V power, instead of a network connection, is used in your entrance ceiling where the sensor is mounted.
- Works extremely well in facilities where running Cat 5 cabling is difficult or impossible.
- 900 MHz frequency-hopping ensures that your WiFi or other wireless devices won’t be disturbed.
- Wireless range can be extended with repeaters to accommodate nearly any building layout.
- One transmitter supports daisy-chain connections to multiple people counting devices (wide area entrance).

BoostaCount 418/900 mhZ Repeater
- Automatic randomization and collision avoidance ensures reliable data transmissions from your counters to your CompuCount
- CRC-16 Error Checked Radio Data assures data accuracy
- Radios comply with Part 15 of FCC rules; no special licensing required
- Can be placed on a desktop, installed on a wall, or mounted behind a ceiling panel
About Traf-Sys

From our headquarters and data center in Pittsburgh, PA, Traf-Sys Inc. provides people counting systems, software and support to more than 7,000 locations. We offer a broad range of traffic counting solutions that deliver unparalleled accuracy and reliability. Our people counting solutions solve a variety of traffic monitoring challenges for all types of organizations, including some of the largest shopping centers, retail store chains, universities, libraries and casinos in the United States.

Whether you are trying to measure traffic to support project funding, optimize labor, determine advertising effectiveness, or increase conversion ratios, Traf-Sys provides the tools to leverage key metrics to improve the performance of your business. Our people counting solutions provide actionable information that helps organizations increase profitability and optimize operational efficiency by analyzing visitor traffic to make informed business decisions.