

People Counting Solutions for Small Retailer

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3D Counter For Small Individual Store



Key Benefits of FootfallCam

Key Benefits

#1 Powerful

FootfallCam is a very powerful hardware. When connected to software, it offers a full suite of data analytics which normally only available to large retailer.

#2 Easy

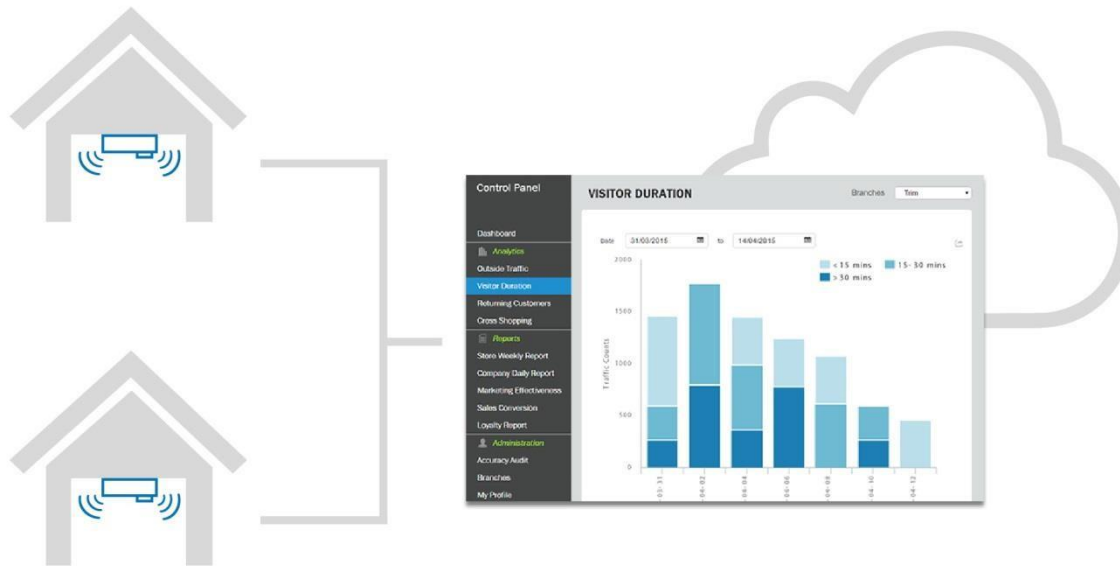
The installation is very simple and the software is easy to use, so it does not require extensive consultation. Each individual can use the full set of functions without training.

#3 Supported

FootfallCam provides full support from installation, accuracy tuning to teach retailer on how to analyze the reports. Full set of training are provided via web and it does not require monthly fee.

Complete Solution

- Designed for retailer with one or more stores.
- Comes with the full suite of software function to enable in-depth insights.

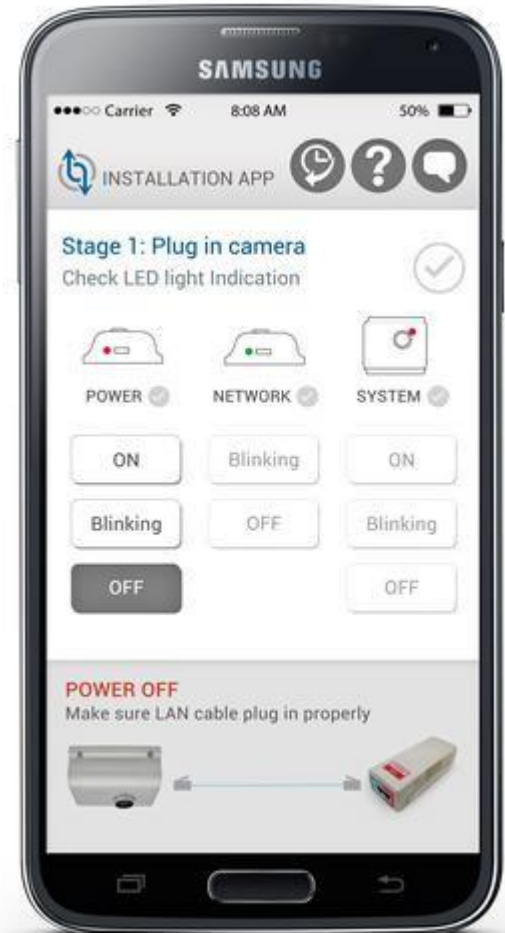


Cost Effective

- Hardware price is competitive with the full set of key features such as fisheye lens, 1GHz processor, Wi-Fi sensor, dual lens design, etc.
- Software comes with the full standard functions – scheduled reports, data reporting at different time resolutions, health check, etc.
– at no extra cost.
- No monthly fee is required.

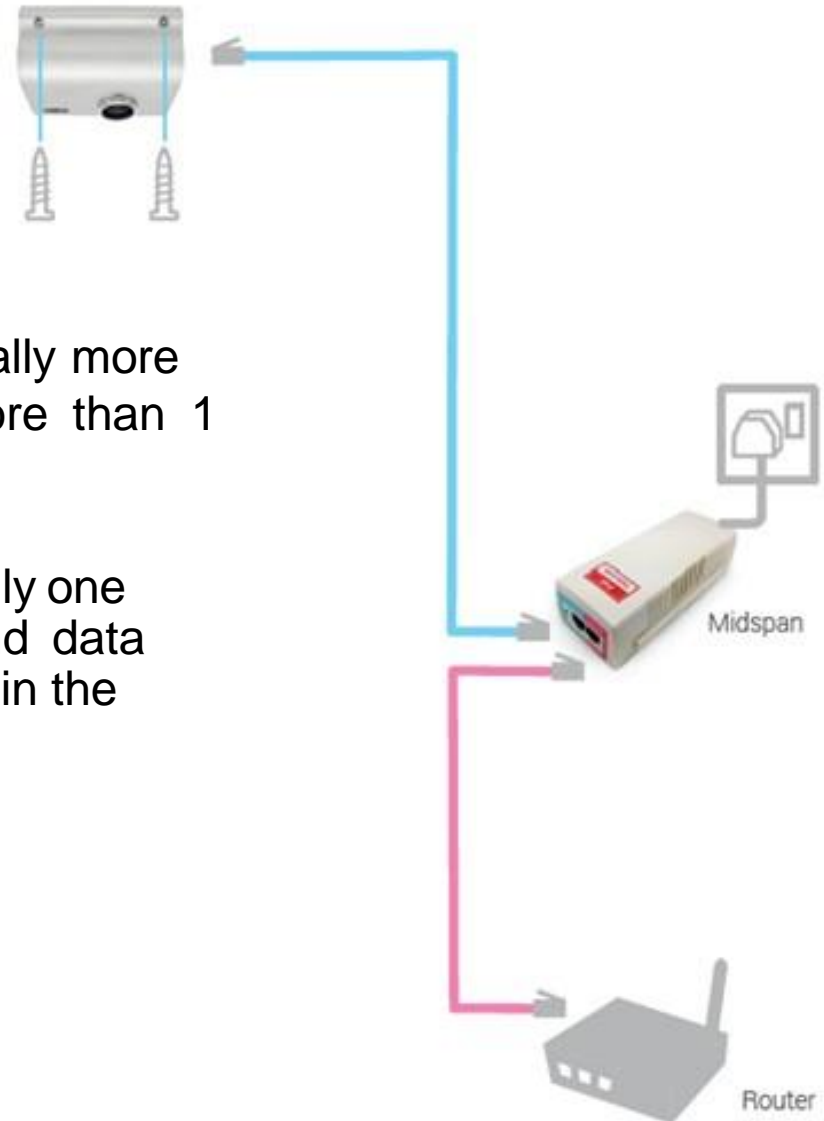
Easy to Install

- Can be installed by your appointed handyman or by yourself
 - No technical expertise or training is required.
- [Installation app](#) is available to provide step by-step guideline to the installer
- Book a time with Footfallcam support team so that we can give you a call and support you during the installation.



Simple Wiring

- **1-cable installation.** It is aesthetically more pleasing compared to running more than 1 cable for the installation.
- Only require 1x network port. Only one Cat5e cable for power supply and data transmission purpose is required in the installation process.



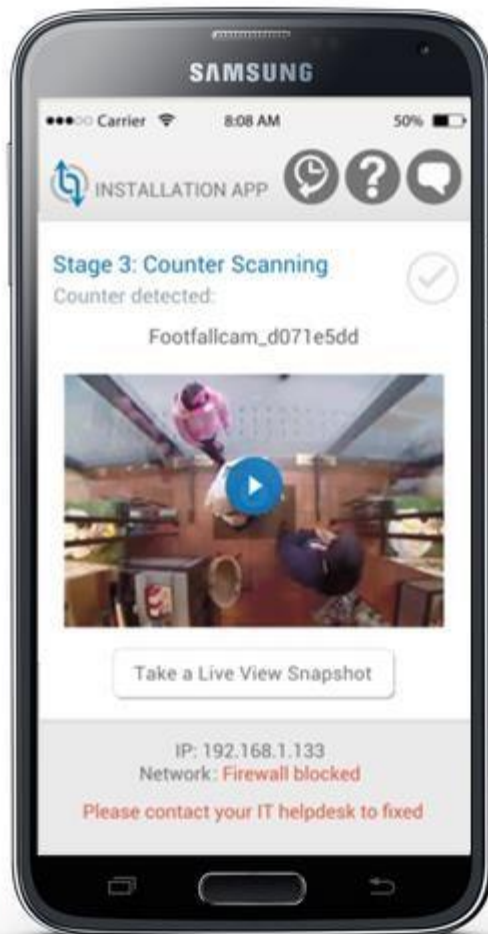
Cloud Control Panel

- Server software is [hosted by FootfallCam](#). It is a free service and retailer will be able to access the data via the control panel.
- FootfallCam is hosting the most powerful functions on behalf of the retailer, making it available even for 1 counter installation.



Easy to Configure

Setup and configure via
smartphone app



Configure the settings via the
easy-to-use control panel.

BRANCH INFO

SETTINGS Back

Branch Name :

Branch Code :

Country :

Lat Long : ,

Shop Floor Size :

Store Type :

Operating Hours :

Day	Start	End
<input checked="" type="checkbox"/> Monday	10:00	18:00
<input checked="" type="checkbox"/> Tuesday	10:00	18:00
<input checked="" type="checkbox"/> Wednesday	10:00	18:00
<input checked="" type="checkbox"/> Thursday	10:00	18:00
<input checked="" type="checkbox"/> Friday	10:00	18:00
<input checked="" type="checkbox"/> Saturday	10:00	18:00
<input checked="" type="checkbox"/> Sunday	10:00	18:00

[+ Add Custom Time](#)

☐ Custom Time

to

☐ Closed

ADD

Custom Time :
No special hour set yet.

+ NEW COUNTER

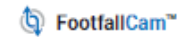
Counters	Internal IP	Port	LAN Access URL	Serial Number	Status
Cork	10.85.0.33	80	10.85.0.33:80	00000000ea689459	Enabled

Save Changes **Cancel**

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Powerful Data Analytics

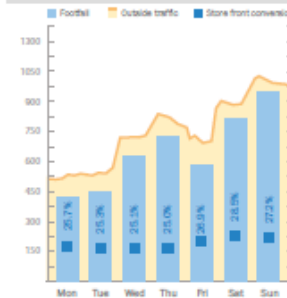
- 60+ standard reports are generated automatically and accessible directly from the control panel
- Schedule reports to be sent to your email every week automatically



KINGSTON WEEKLY REPORT 10/11/2014 to 16/11/2014

Footfall This Week

Are new initiatives bringing in more visitors?



Store Front Conversion

This Store: **26.2 %**

National		
Highest	35.0 %	
Average	21.0 %	
Lowest	15.2 %	

Store Ranking: **6/75**

Week 52	Footfall		Conversion	
	Today (Last Week)	Changes	Today	Changes
Monday	430 (415)	↑ 15	25.7%	↑ 9.2%
Tuesday	450 (420)	↑ 27	25.3%	↑ 11.6%
Wednesday	614 (402)	↑ 212	25.1%	↑ 12.5%
Thursday	680 (421)	↑ 259	25.0%	↑ 8.4%
Friday	590 (480)	↑ 110	26.9%	↑ 4.2%
Saturday	815 (780)	↑ 35	28.5%	↑ 6.2%
Sunday	930 (840)	↑ 90	27.2%	↑ 3.7%

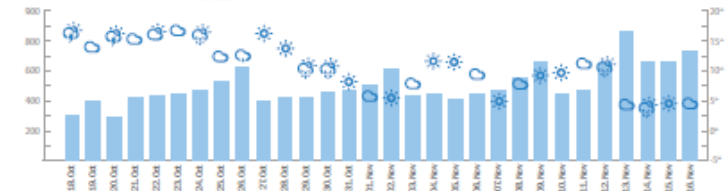
Traffic Profile Last Week

Does your store share the same footfall pattern over the weekends? E.g. having a happy hour promotion during off peak hours, etc.



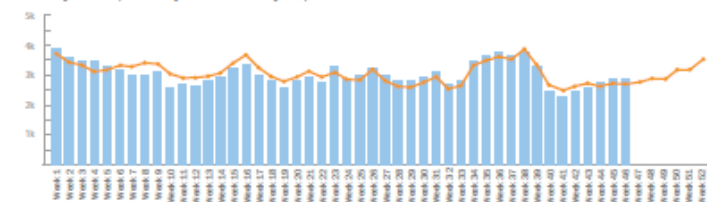
Weather - Footfall Trend

Does bad weather having negative impact on your store footfall? How do you grab weather opportunity to increase the footfall?

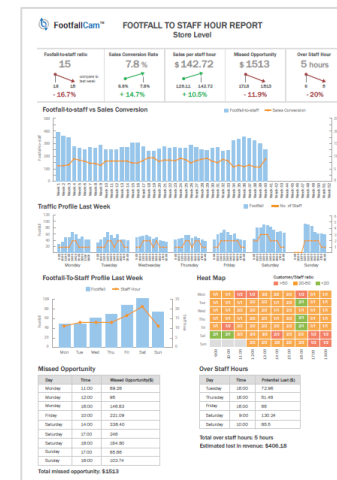
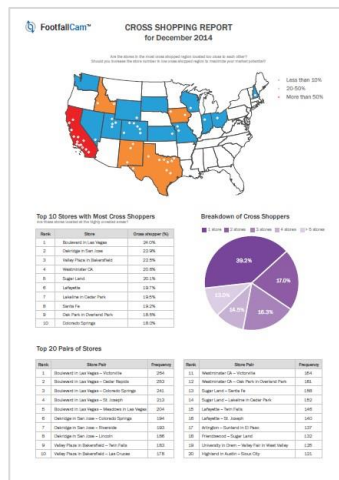
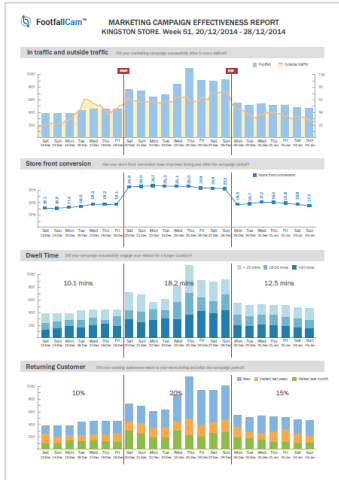
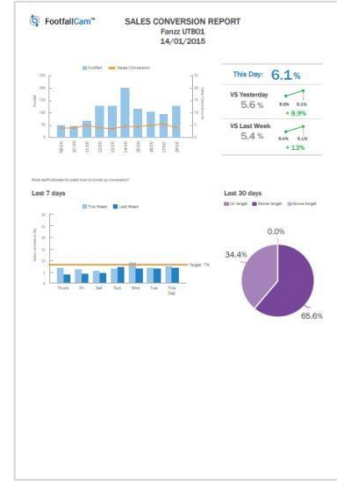
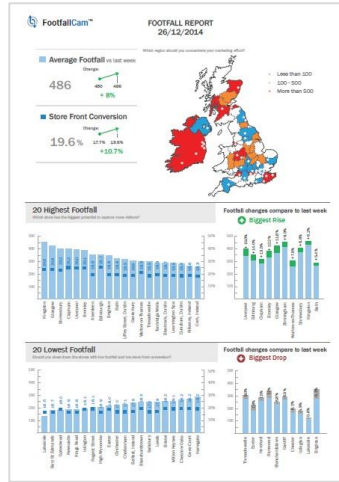
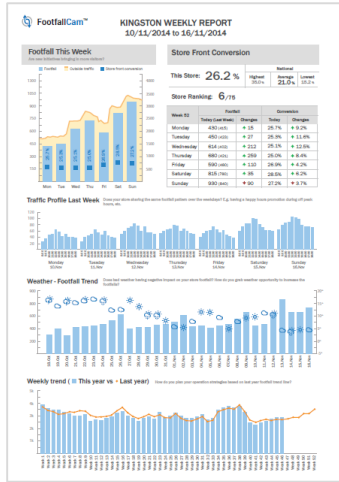


Weekly trend (This year vs Last year)

How do you plan your operation strategies based on last year footfall trend line?

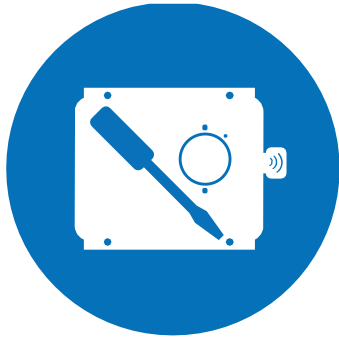


Reports

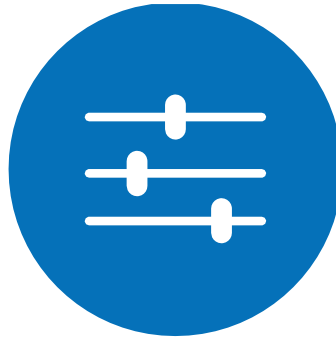


Fully Supported by FootfallCam

Book a time with us to support you in:



Installation



Fine tune
counter
accuracy



Technical
support
on software