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Cognimatics, the leader in Cognitive Vision, is dedicated to providing efficient and innovative products within its two business segments - Mobile Communications and Intelligent Surveillance.
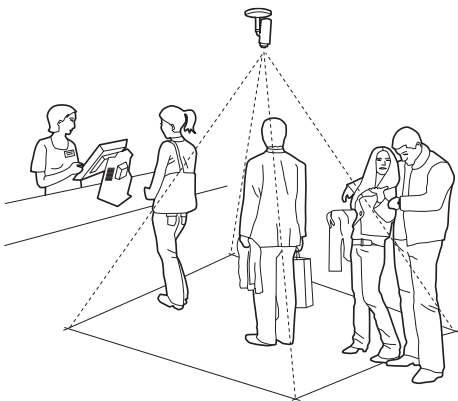
Camera-based Zone Counter

Product Overview
Cognimatics Industrial applications

Open area counting of people standing under the camera. The camera should be facing straight down.

How many persons ate standing inside the zone? TrueView Zone Counter™ gives you the answer.

TrueView Zone Counter™
fully embedded for network cameras

TrueView Zone Counter™ is a leading product for occupancy sensing. By placing a camera, loaded with TrueView Zone Counter™, in an overhead position, it automatically detects and counts the number of people standing in the area visible by the camera.

Benefits from occupancy sensing

Using TrueView Zone Counter™ you get instant access to key customer behavior analytics and can view data per minute, hour, day or even in real time over your network using a standard web browser. Use precise knowledge about occupancy to

• monitor the number of people occupying certain areas of your store, shopping mall or waiting rooms,
• measure queue length at the checkout,
• detect crowds and trigger alarm when an area is overcrowded,
• analyze where the busy zones are in your store,
• analyze trends,
• evaluate advertising and promotions effect in your store,
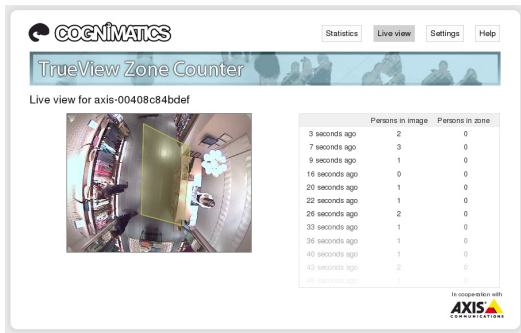• and more.

Data management

TrueView Zone Counter™ data output can be analyzed directly in the camera by using a standard web browser and pointing it to the camera's URL. After some simple clicks on the mouse the user can view zone counting data in real time and bring up charts over historical data.

TrueView Web Report™ is an optional web based statistical package that works seamlessly with TrueView Zone Counter™. It transforms counting data into charts and reports that are easy to analyze. Discover trends, patterns or, identify unusual performance with a simple click on your mouse. Use TrueView Web Report™ to manage multi-site zone counting, automatically bringing all data to one central database.

System overview

TrueView Zone Counter™ is a stand-alone occupancy sensing application embedded directly in standard network cameras. All counting is done directly on the camera - at the edge - giving a cost efficient, scalable and robust solution. The complete solution is easily installed in an existing local area network and configuration can be done at any physical location using a standard web based interface. The installation can be done by local staff with basic network experience.

When not running TrueView Zone Counter™, cameras can also be used

View open area people counting directly in your web browser.

for standard purposes, like for example surveillance. Accessing the camera over IP is very cost efficient for maintenance, where you can manage camera and TrueView Zone Counter™ software remotely. This includes downloading or streaming of video remotely.

Features

- Open area counting: Counts people standing in the area seen by the camera.
- Automated system, fully embedded into standard network cameras.
- Easy to install and setup.
- Maintain software remotely over IP, set and monitor parameters, download or stream video.
- Seamless integration with TrueView Web Report™.
- Leading digital image processing minimizes shadow and reflection problems.
- Data output 1: real time data
- Data output 2: the average number of persons over a five minute period (stored on the camera up to a month).
- Export data in xml or other supported formats.
- Open protocol lets you integrate with data from POS and other systems.

Specifications

- Fully embedded.
- Minimum height over floor: 3.5 m
- Maximum area covered: 10 x 7 m^2
- Platform: AXIS 212PTZ

Distributed by:

Axis 212 equipped with TrueView Zone Counter™ offers an unmatched stand alone image processing solution, not requiring a PC for open area people counting.

ABOUT COGNIMATICS
Cognimatics, the leader in Cognitive Vision, has its roots at the Mathematical Department at Lund University, Sweden. Having a team of senior researchers with more than a decade of experience from Cognitive Vision, Cognimatics' technology is built on a solid and sound scientific foundation.

COMPANY MISSION
Cognimatics works in close cooperation with the university to take new results from research to the market efficiently.

COGNITIVE VISION
Cognitive vision is a field of research, where the aim is to teach computers to interpret images intelligently like humans do. It involves detecting people in pictures, finding objects in pictures, tracking objects and detecting events in video streams. Cognimatics, the leader in Cognitive Vision, is dedicated to providing efficient and innovative products within its two business segments - Mobile Communications and Intelligent Surveillance.

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COGNIMATICS
WHEN AN IMAGE IS NOT JUST AN IMAGE