

Product description, Features and Application areas

myAudience-Count

myAudience-Count is a computer vision bidirectional people traffic counting software that anonymously detects indoor location visitors entering and exiting through the passage in the field of camera view on 24/7 basis.

myAudience-Count can be used virtually at any location and will count people traffic through any gate, entrance or passage. Having all entrances equipped with counting units you will be able to calculate number of visitors within your location as well.

Application areas

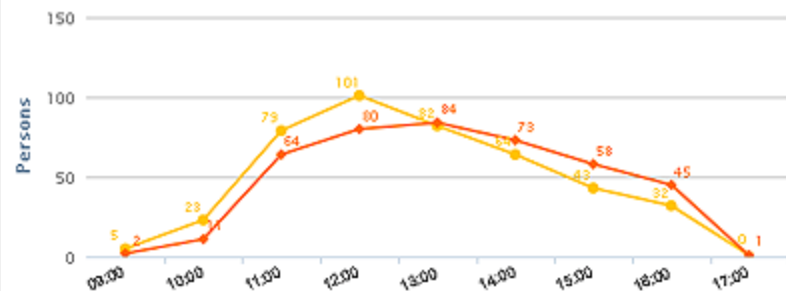
Retail venues: Monitor data about your area attendance to evaluate feedback from various advertizing activities, plan your promo actions to attract more visitors in the proven periods of poor attendance, find high and low tides of customers inside your retail venue, etc.

Convention centers & Public places: Measure your venue/event popularity, reveal attendance peaks and falls through the day, plan workload for maintenance staff according to the changing number of guests within, etc.

Features

- **People counting** – calculates number of people entering and exiting your area in the camera field of view
- **Number of visitors** – finds out how many people stay within your area at any particular time, in case if all entrances are equipped with myAudience-Count units
- **Reports portal** – provides quick and convenient access to all gathered data along with tools for counting units management and monitoring of your licenses
- **Automatic updates and Remote troubleshooting** – makes things even better in time providing you more sophisticated analytics

Metrics sample



Product concept and Hardware requirements

myAudience-Count key concepts

- All audience data is gathered using video captured by inexpensive USB camera or more universal IP camera providing you with convenient flexibility
- Due to complexity of implemented computer vision methods, myAudience-Count supports video input from single camera only
- For the performance and quality sake, each myAudience-Count instance (along with co-installed CentOS Linux) requires dedicated PC box to operate
- Full-time Internet connection is required due to periodic data synchronization and license enforcement
- Video analytics is absolutely anonymous – no video recorded, no images stored, no identification data is sent out of the myAudience box
- All video data is processed locally – only statistical information accumulated on remote backend server
- Web access to Reports Portal available 24/7 – use regular web-browser to get your data anytime and virtually anywhere
- Centralized storage of historical data
- Data export to office applications – export of calculated metrics in .csv format

Hardware requirements

Recommended Camera:

- **USB:** Logitech HD Pro Webcam C910, Logitech 9000 Pro, Phillips SPC-1330; **IP:** IQeye IQ510

PC Box:

- Intel Atom™ Processor with 2 cores with Hyper-Threading, Ethernet, USB 2.0, RAM 1 Gb, HDD > 40 Gb
IMPORTANT: Currently AMD family of CPUs is not supported!

Need more details?

Visit us at www.myAudience.com

Please use following links:

- **to take a free ride on the Reports Portal –**
www.myAudience.com/demo-account
- **to check the license pricing –**
www.myAudience.com/Count/pricing
- **to buy a full license for end system evaluation purposes –**
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