

myAudience
is Your audience

myAudience-Count

Tripwire overhead bidirectional people traffic counter

Why count?

Shopping malls, educational facilities, public places, office buildings, hotels, music halls, bars and restaurants... virtually any locations.

How many people visited your place?

What is the most popular location? How your traffic varies during the day, week, month or a year? How it changes when promo campaign is launched?

How many people stayed at your site?

When to get ready for busy or off-hours for your business? Do you have enough staff to cope with all of your potential customers in rush hours?

See how numbers can answer these questions

People counting – simple, yet extremely useful research you can get any time you need.

myAudience-Count – smart people counter solution

myAudience-Count is a software solution based on inexpensive of-the-shelf PC platform. It supports both IP and USB cameras providing options for customer's preferred choice.

This product runs on top of CentOS Linux installed as part of our package, thus you can save, as you would not need to buy additional Operating System license.

Feature list includes:

- **Traffic counter** – detects and counts the number of people crossing imaginary gate line at specified location
- **Reports Portal** – provides quick and convenient access to all gathered data
- **Automatic updates and Remote troubleshooting** – makes things even better in time providing you more sophisticated methods

The accuracy of myAudience-Count detector is **above 90%**.

Applicable use cases

Retail venues

- Count actual number of visitors to compare with number of buyers
- Evaluate feedback from advertizing activities
- Find high and low tides of customers inside your retail venue
- Analyze changes of attendance rate within the time periods, etc.

Convention centers & Public places

- Count human traffic through the area
- Measure event popularity evaluating number of visitors staying within your exhibition hall
- Monitor attendance peaks and falls through the day
- Plan workload for maintenance staff according to the changing number of guests within, etc.

Usage benefits

myAudience-Count provides you with actual up-to-date knowledge about your venue attendance any time you need it, giving you really useful piece of information.

Using myAudience-Count will help you improve:

- **Venue attractiveness** – provide the number of your visitors to prove location/event popularity
- **Advertising optimization** – monitor your attendance changes to evaluate feedback from various advertizing actions and choose the most effective ones
- **Promotion planning** – plan your promo actions and other advertizing activities to attract more visitors in the proven periods of poor attendance
- **Planning resources** – use gathered statistical data to prepare your area for the rush of customers in advance
- **Customer engagement** – share the information about your place load with your customers through your web-resource

List of measurements

The measurement schema is more than simple – using user-configured counting line myAudience-Count thoroughly detects line crossing events in the camera field of view. Each time when visitor moves through the line going into your location or out of it, myAudience-Count unit registers direction and event time in its data journal. All data is absolutely anonymous - no images or video are recorded.

myAudience-Count metrics:

- **Gate traffic counter** - calculates number of people that cross counting line in two directions. As a result you will get a time-chart with aggregated number of Ins and Outs detected during specified time period. Data will be grouped by selected time slot: second, minute, hour, time of day, day, week, month, quarter and year.
- **Number of People within** - subtract Outs from Ins to calculate how many people are within your location at given time period. This metrics make sense only when all entrances to your area are equipped with myAudience-Count units.

Product concept

myAudience-Count is built on several key concepts:

- All audience data is gathered using video captured by inexpensive USB camera or more universal IP camera
- Video analytics is absolutely anonymous – no video recorded, no images stored, no identification data is sent out of the myAudience box
- All raw 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
- One camera per one PC box – due to complexity of implemented computer vision methods, myAudience-Count supports video feed from single camera only
- Data export to office applications – export of calculated metrics in .csv format

Hardware requirements

myAudience-Count is a software-only product designed to work on off-the-shelf hardware. Thus recommended HW configuration could be obtained locally without any difficulties.

Recommended USB Camera:

- Logitech HD Pro Webcam C910
- Logitech 9000 Pro
- Phillips SPC-1330

Recommended IP Camera:

- IQeye IQ510 with W1 Ultra Wide Varifocal Lens for IQ510/IQ7XX

PC Box:

- Intel Atom™ Processor with 2 cores with Hyper-Threading (Intel Atom N330 is recommended), Ethernet, USB 2.0, RAM 1 Gb, HDD > 40 Gb

USB Flash:

- Any USB flash dongle with 1 Gb capacity (Kingston is recommended)

Installation requirements

To operate with declared quality and performance myAudience-Count SW should be installed on dedicated PC box. Please consider following simple recommendations.

Camera positioning

Camera should be mounted above the counting area (view-from-top) and oriented vertically to look straight down with allowable small variations in the angle.

PC box positioning

If you are going to use USB camera, PC box should be mounted nearby (due to USB 2.0 limitations). To have more flexibility in PC box positioning USB 2.0 extenders or IP camera can be used.

Internet connection

Full-time Internet connection is required for myAudience-Count unit to operate due to periodical data synchronization and license enforcement.

Reports Portal overview

Full-time Internet connection merits its usage. You will be able to access your up-to-date data at any time and virtually from any place in the world.

Reports Portal provides you with:

- Native Web access – use any modern web-browser to log in (we recommend Google Chrome as one of the fastest)
- System summary information – you will be provided with operation information regarding each myAudience-Count unit and each license you possess
- Units and groups management – receive all details about installed myAudience-Count units and combine them in independent groups any way you like
- Detailed license info – gives you a total number of licenses, work period and expiration date, ability to obtain new license and extend existing ones
- Metrics and reports – you can observe all aggregated data as simple yet informative reports calculated and exported per your request

Where to buy

It is as simple as any online purchasing, and you don't even need to wait for delivery – with license obtained you will be able to download software right away.

Our pricing is open and simple:

- Visit our selling site for all necessary details: www.myAudience.com
- myAudience-Count is already for sale: www.myAudience.com/Count/buynow
- We provide one-year SW license for **\$190-\$250** depending on volume discount you choose: www.myAudience.com/Count/pricing
- Each subsequent year is **\$84**, which is as much as **\$7** per month
- Annual price includes:
 - Data storage,
 - Metrics/Reports calculation,
 - Technical support,
 - Automatic software updates and bug fixes

Contact us

Rhonda Software

www.RhondaSoftware.com

4, Karbysheva street,
Vladivostok, Russia, ZIP 690048
tel.: +7 (423) 2-303-500

Product web site: www.myAudience.com

E-mail contact form at: www.myAudience.com/contact