

NEW

# People And Vehicle Counter

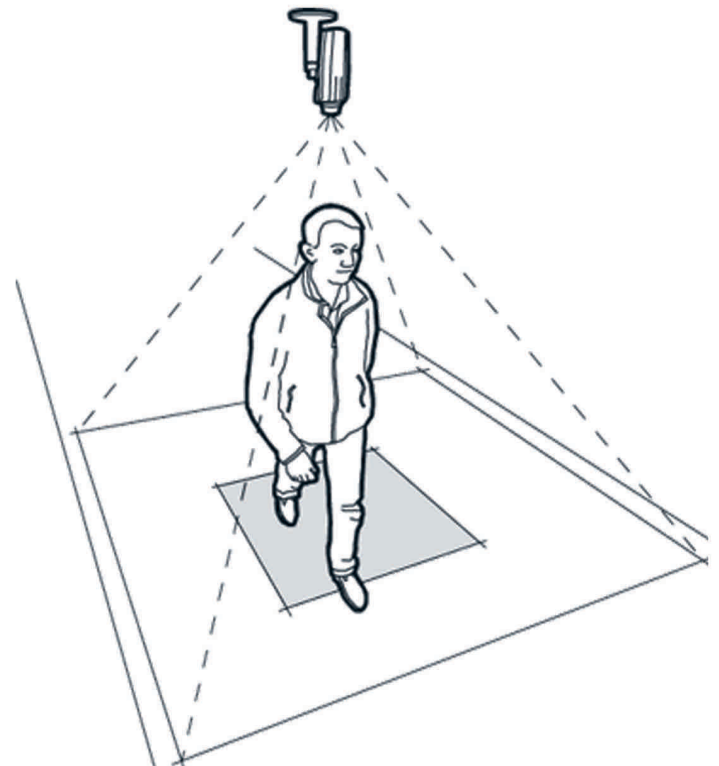
## WHY WE SHOULD COUNT ?

### MEASURE MARKETING EFFECTIVENESS

- Have advertising campaigns increased sales rate?
- Have advertising campaigns increased sales across the country or at only local ?
- Have advertising campaigns changed the customer flow?

### BUSINESS AND HUMAN RESOURCE MANAGEMENT

- Is management better at chain store?
- How is the return rates in daily and hourly?



**EASY!**  
Install and  
start  
counting

Can be  
count  
according to  
direction

Camera  
System

### REGIONAL PROFITABILITY ANALYSIS

- What is the density difference between stores in city center, shopping mall and other places?
- Which store is most densely crowded in the region ,city or even the country?
- Which strategies can be applied at low density stores and what is the impact of these strategies on customer quantity and sales rate ?
- Is number of staff proportional to the customers?

### PERSONNEL MANAGEMENT AND OPTIMIZATION AT ALL SHOPS

- Is the number of personnel sufficient according to the customer flow and effective?
- Is store more efficient than another store at equal condition? If yes why?



**•BUSINESS OPTIMIZATION**

- Is the store opening and closing hours fit to customer flow ?
- Is store should be keep open at certain times during the day?

**VEHICLE COUNTER**

- real-time vehicle traffic data monitoring in many regions and road
- Signaling can be managed by defining the areas with high traffic dense
- Advertising and marketing activities can be increased at high density traffic areas
- Security measures can be increased at high-traffic areas or times.
- Capacity of the car parks and number of the car inside can be seen in real time

**WHERE ARE THEY USED?****SHOPPING CENTERS**

- Providing enticing factor analysis for potential tenants and their customers
- To eliminate unnecessary staff costs
- Service, security etc can be planned according the customer traffic

**AIRPORTS**

- The effectiveness of warning boards and announcements can be measured
- Food and other facility areas and rates of these places are defined
- To manage safety requirements and administrative procedures
- To measure passenger, visitor traffic for each terminal and entrance point as real time
- Identifying heavy-traffic areas to take the necessary measures for passenger safety and comfort
- Defining sufficient numbers of staff in proportion to the actual passenger
- Carry out promotional and advertising activities in high-traffic locations
- To make the long-term plans by defining high season and off-peak season

**TRANSPORTATION**

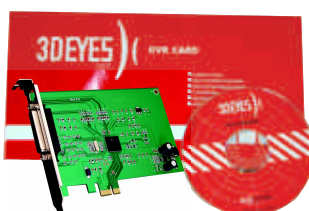
- To make plans for the passenger traffic peak hours
- To make plans for passenger low traffic hours
- Improve passenger safety
- Measure the effectiveness of promotional announcements
- To direct the general services
- Capturing passenger / staff ratio

**MUSEUM, FAIR CONCERT ORGANIZATION,PUBLIC AREAS**

- To better meet Visitors demands
- To measure entertainment and promotional effectiveness
- To determine the actual number of visitors
- To determine adequacy of exhibition area or the organization area
- To manage security and other services by detecting high-density areas

**BANKS**

- To optimize personnel working hours according to changing customer traffic
- To determine the actual number of customers
- To measure service and the region density and adjust the employment area and volume

**DVR CARD  
MODEL 71311****BOX Camera**