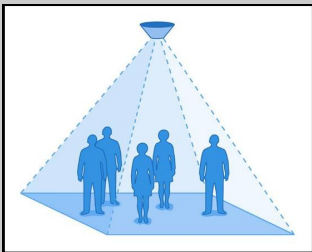# People Counting

Concept

In the attractions, leisure, entertainment and retail industries there is a growing need to monitor, control and record pedestrian traffic figures.

Whether it's for revenue control, providing occupancy levels indications, marketing performance analysis, rent review validations or maximising staffing efficiencies accurate people counting without interfering with the customer experience is a key requirement.

The CENTAMAN advantage...

- *Technically superior products*
- *Sydney based 24/7 support helpline*
- *Local offices for a faster response*
- *Flexible support packages*
- *Supply only to turnkey project delivery options*
- *14 Years experience in successfully delivering entrance control solutions*

The Solution

The CENTAMAN Pedestrian Counting solution is made up of two components, the first of which is the pedestrian counting sensor that detects the movement of people.

Then the data is logged by the counting software at regular time intervals and stored in a database for analysis.

Analytics help handle a range of day-to-day operational issues to improve bottom line performance.

Operational and strategic decision makers need to drill down into traffic flows to ensure that they fully understand the consequences of decisions made.

Management will make decisions on:

- Occupancy levels
- Advertising effectiveness
- Staffing levels
- Salesperson education programs
- Merchandising campaigns
- Inventory investments
- Countering competitor activity
- Price changes

Traffic analysis can be used to establish comparison benchmarks so that trends can be identified quickly.

Key Benefits

- **90%+ Accuracy**
- **Provides Real Time Pedestrian Traffic Information**
- **Choice of Counting Sensors**
- **Indoor and Outdoor Sensors**
- **Direction Sensing Sensors**
- **Link Multiple Entry Points**
- **Choice of Software Solutions**
- **In Depth Reporting Capabilities**
- **Integrates with POS Systems**
- **Can integrate with other counting devices such as turnstiles, manual overrides etc**
- **Applications**
  Retail, Museums, Leisure Clubs, Tourist Venues, Licensed Premises, Attractions and Transport Facilities

CENTAMAN Entrance Control
Simple solutions for complex problems

CENTAMAN Entrance Control

Simple solutions for complex problems

CENTAMAN offer 3 different types of counting sensors which vary in price, performance and applications as well as 2 different solutions—*Traffic Insight* & *Traffic Pro*

Contact us to find out which solution will best meet your needs

Traffic Insight	*V*	Traffic Pro
Reporting by Minute		Reporting by Hour
Strong Report Customisation		Set Report Templates
SQL Database		Boolean Database
Unlimited Zones		Unlimited Zones
Very strong function and analysis tools		Best for small groups or single stores
Auto reporting through exchange services		
Best for large enterprises or groups of stores		

IR Sensors

The IR Sensors are custom designed, state-of-the-art direction sensing infra-red sensors. The sensors are high speed, compact devices and are inconspicuous and suitable for most types of door frames and walls.
The IR Sensors utilise the Beonic Event Logger to supply power, as well as their functional characteristics.

Advantages
The main advantage of IR Beam sensors is cost – they are the cheapest group of sensors.

Cost must be traded against the level of accuracy required for good decision making.

Disadvantages
The main disadvantages of these sensors relate to their accuracy.

When people walk side by side through wide openings only one person will be counted.

They can incorrectly count shopping trolleys, baby strollers and other large objects.

Thermal Sensors

The thermal sensor is a ceiling mounted sensor designed to count multiple people in both directions. The sensor tracks heat patterns and senses the thermal heat generated by people as they walk through its field of view.

Advantages
• Distinguishes between in-going and out-going traffic, side by side traffic, adult shoppers, shopping carts or baby strollers
• Unlike beam based sensors, the thermal sensor installed overhead minimises sensor blockage
• Counting zones are user configurable for each unit
• Ability to network multiple units together to span wide areas
• Unlike video camera based technology, the thermal sensor is unaffected by ambient light changes

Disadvantages
The main disadvantages of the sensors relate to the ambient temperature. If it is greater than 44° other sensor will be more accurate as thermal curtains can occur which mask people.

In additional peoples heat patterns can be masked by umbrellas or thick winter clothing.

Laser Sensors

The laser sensor is mounted directly over the area that is required to be counted.

The commissioning determines where the zone area lines are drawn to enable the sensor to register only 'wanted' counts.

The laser continuously emits a curtain of infra-red laser light and compares the pattern of reflection within the count zone to the reference view when there are no people in the zone.

The count zone could be configured as a rectangular-shaped area say 20m across, 1.5m high, and 1.5m off the ground to eliminate animals and small children or even birds flying through an outdoor zone.

The zones can be created to suit an irregular entry/location.

Advantages
High degree of accuracy, not affected by heat, sunlight or shadows, covers wide areas, indoor or outdoor use, suitable for most environments

Disadvantages
The main disadvantage of the laser sensor is cost as this is a new state of the art solution.

About CENTAMAN

CENTAMAN Systems Pty is the exclusive distributor for some of the world's most prestigious entrance control brands that are used to protect leading corporations, governments, leisure and education facilities as well as retailers around the globe. The products highlighted here are just some of the options available that make up the   CENTAMAN portfolio of entrance control solutions.

With over 14 years experience successfully delivering entrance control solution and over 40 staff and operates 5 offices throughout Australia and New Zealand CENTAMAN is the ideal choice of partner for all your entrance control requirements. CENTAMAN offers supply only to full turnkey installation projects and has a variety of flexible support and maintenance options to ensure the ongoing reliable operation of your entrance control solution all backed by a Sydney based 24/7 support telephone support helpline.