



FootfallCam 3D Plus™ FC-F3DP01

FootfallCam 3D Plus™ is embedded with a powerful 1GHz processor, specifically to run its complex video processing algorithm. Our processor is powered by the latest algorithm which uses both colour and texture pattern to identify the person, producing far superior accuracy than when using colour pattern alone.

Key Features

- Stereo Vision Technology
- Bi-directional counting
- Accurate Counting with Video Proof
- Ease of Setup and Installation

Power Unit Specifications

Power Over Ethernet (PoE)	Yes (IEEE802.3at)
PoE Mode	Mode B
Consumption	5w
AC input	110V – 240V, 50/60Hz

Software Specifications

User Levels	2 levels: Administrator, Standard User
Operating System	Footfall Counter OS
Ethernet	10/100 Mb Ethernet
Data Delivery	TCP/IP
Database Type	SQLite
Report format	csv, .xml, .txt
Data Storage	50 Years storage with auto sync
Data Backup	Yes

Functions

1. Visitor Count

Count Ins and outs. Measure store performance, determine underlying cause for poor store performance (low footfall or ineffective sales strategy) and measure marketing response.

2. Wi-Fi Tracking

Identify customers based on the unique MAC address of individual mobile phones and derive additional data metrics such as visit duration, determining returning customers and profiling traffic flow for a large area.

3. Heat Map Tracking

In store analytics to determine number of people engaged in a specific area of interest

4. Queue Counting

Intelligently track the queue line, determine the average wait time of customers and send an alert when the number of people waiting in the line exceeds the threshold

5. Wi-Fi Hotspot

Able to work as an internet router that provide smooth high-speed internet for connecting as free wi-fi hotspot. Retailer can customise their own user interface to match with the brand image and ability to harvest user data for those have connected.

6. Staff Exclusion

Able to exclude staff counting with 3 different methods:

- I. Wearing a staff exclusion tag
- II. Pressing a wired button installed next to the entrance
- III. Pressing a hand carried remote button by staff

Key Specifications

Device Dimension	Device dimensions (WxDxH): 246mm x 46mm x 28mm Packing dimensions (WxDxH): 255mm x 210mm x 55mm
Weight	Device weight: 0.6 kg; Package weight: 1.02kg
Cameras	2x 5MP resolutions Lens: Parabolic 140°, 100° and 65° - Versatile ceiling height range. Accommodate most installation environment
Ideal Mounting Height	2.2 metres- 7.0 metres
Casing	Aluminium oxide alloy, Water and dust resistant
Field Upgradable	Auto Software upgrade
Power	Power over Ethernet: 47V DC, 0.12A (6W)
Illumination	Minimum 1 lux
LEDs	LEDs troubleshooting for counting issues
Environmental Specs	Operating environment: Temperature 10°C to 45°C, Humidity 10% - 90% Storage environment: Temperature -40°C to 80°C, Humidity 10% - 95%
Thermal Conductivity	235W/mK
Output	5MP Omni vision 5647 Camera Module
Frame Rate	15 fps - Live Stream will only display 320x420 resolution to reduce bandwidth sent to database for verification purpose
Storage	Micro SD, 8 GB memory
Cabling	Cat5, Cat6
Tracking Technology	3D- Spacing Mapping Video tracking technology, Background removal on static objects
Firmware Feature	Dual Operating System, Hardware watchdog, Multicore processor
IP Rating	IP 31
Origin	Made in the UK



Model	FootfallCam 3D Plus-LC™	FootfallCam 3D Plus-NC™	FootfallCam 3D Plus-HC™
Lens	Parabolic 140°	100°	65°
Ideal Mounting Height	2.2 metres – 2.5 metres	2.5 metres – 4.5 metres	4.5 metres – 7.0 metres
Coverage Area (m) (Horizontal FOV x Vertical FOV)			
2.2	1.66 x 1.49 m		
2.3	1.84 x 1.65 m		
2.4	2.29 x 1.82 m		
2.5	2.45 x 1.83 m	2.45 x 1.83 m	
2.6		2.69 x 2.01 m	
2.7		2.94 x 2.19 m	
2.8		3.18 x 2.37 m	
2.9		3.43 x 2.56 m	
3.0		3.67 x 2.74 m	
3.1		3.92 x 2.92 m	
3.2		4.16 x 3.10 m	
3.3		4.16 x 3.10 m	
3.4		4.16 x 3.10 m	
3.5		4.16 x 3.10 m	
3.6		4.16 x 3.10 m	
3.7		4.16 x 3.10 m	
3.8		4.16 x 3.10 m	
3.9		4.16 x 3.10 m	
4.0		4.16 x 3.10 m	
4.1		4.16 x 3.10 m	
4.2		4.16 x 3.10 m	
4.3		4.16 x 3.10 m	
4.4		4.16 x 3.10 m	
4.5		4.16 x 3.10 m	4.16 x 3.10 m
4.6			4.16 x 3.10 m
4.7			4.16 x 3.10 m
4.8			4.16 x 3.10 m
4.9			4.16 x 3.10 m
5.0			4.16 x 3.10 m
5.1			4.16 x 3.10 m
5.2			4.16 x 3.10 m
5.3			4.16 x 3.10 m
5.4			4.16 x 3.10 m
5.5			4.16 x 3.10 m
5.6			4.16 x 3.10 m
5.7			4.16 x 3.10 m
5.8			4.16 x 3.10 m
5.9			4.16 x 3.10 m
6.0			4.16 x 3.10 m
6.1			4.16 x 3.10 m
6.2			4.16 x 3.10 m
6.3			4.16 x 3.10 m
6.4			4.16 x 3.10 m
6.5			4.16 x 3.10 m
6.6			4.16 x 3.10 m
6.7			4.16 x 3.10 m
6.8			4.16 x 3.10 m
6.9			4.16 x 3.10 m
7.0			4.16 x 3.10 m

Notes:

- 1.) For ceiling height of 3.20 -4.50 metres, 100-degree lens is recommended with the digital zoom function to the level of 3.20 metres field of view
- 2.) For ceiling height of 4.50 - 7.00 metres, 65-degree lens is recommended with the digital zoom function to the level of 4.50 metres field of view