2.0 Product and Services

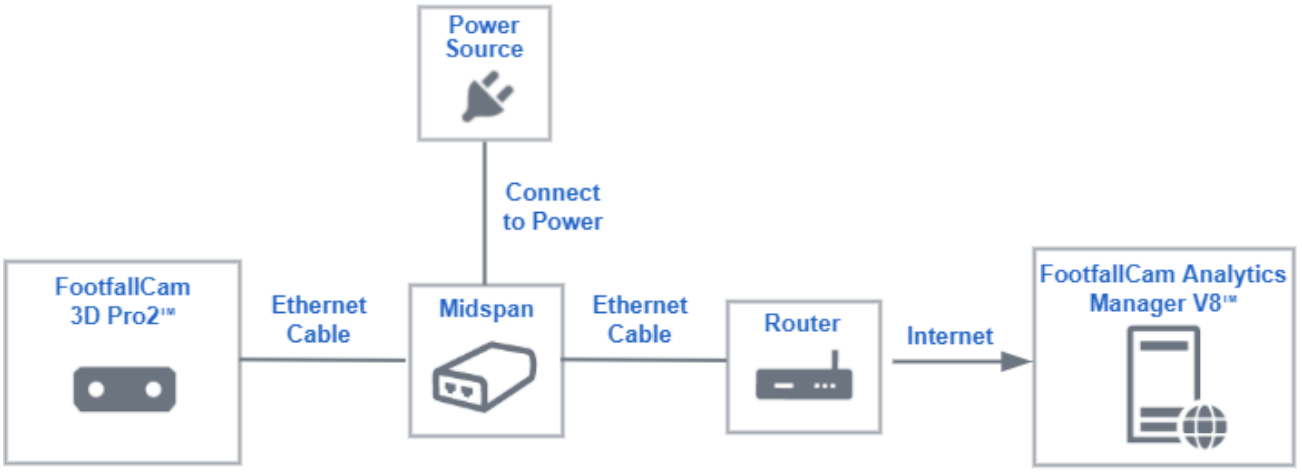
2.1 FootfallCam Core Products

The table below shows the core products offered by FootfallCam and how these products can be incorporated in various use cases such as entrance counting, staff exclusion, kids counting, heatmap feature and others.

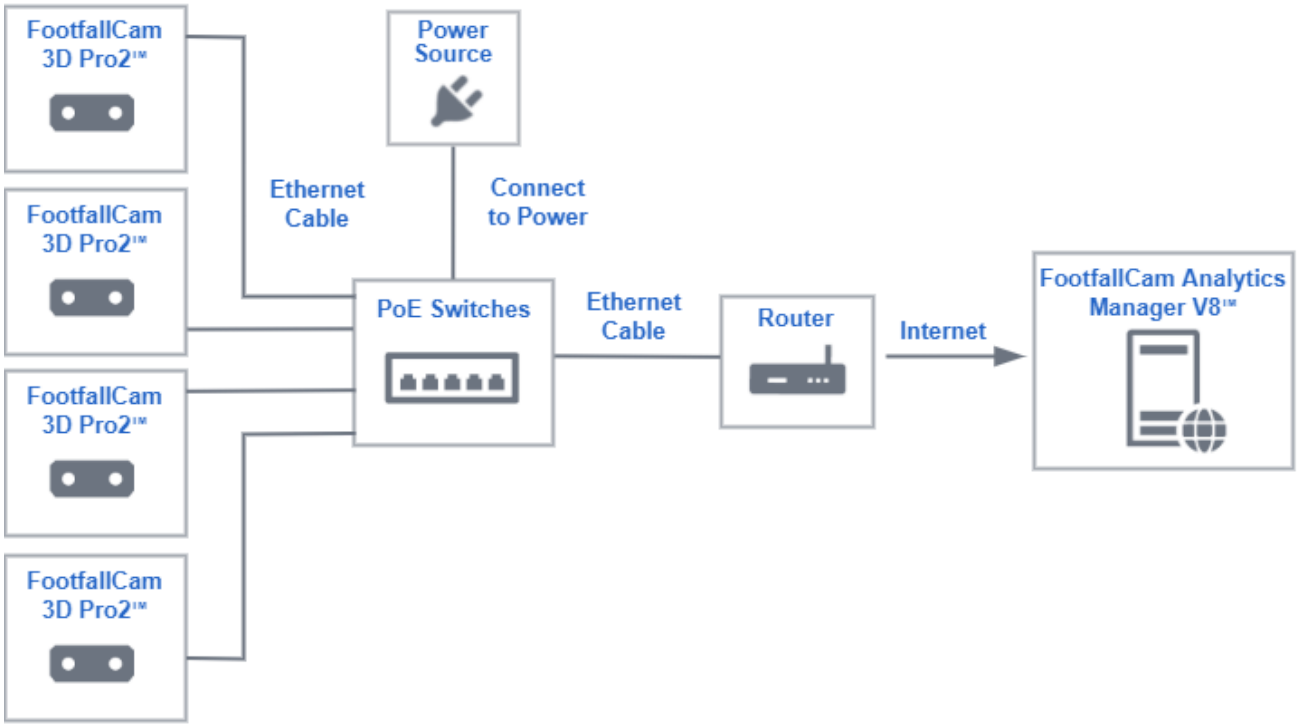
FootfallCam 3D Pro2™ 	▪ 3D Stereoscopic Vision Video counting ▪ Superior processing power for **up to 99% accuracy** ▪ Other functions: GPIO functionality, Staff Exclusion, Heatmap, Wi-Fi Hotspot ▪ Made in UK, manufactured by FootfallCam ▪ *View datasheet here*
FootfallCam Fabric Staff Tag™ 	▪ Using **Time-of flight technology** ▪ Staff is identifiable by the unique feature on the tag, and discounted from the counting ▪ Plug-and-play, no configuration required ▪ Made in UK; Manufactured by FootfallCam *View datasheet here*
FootfallCam Analytics Manager V9™ 	▪ **Cloud-based Analytics Platform** to centrally manages all counters ▪ Offers **over 60+** pre-defined reports ▪ Allows easy import and export of data based on client's needs ▪ Made in UK; Manufactured by FootfallCam *View datasheet here*

2.1.1 Deployment Options

Single People Counter using PoE Midspan

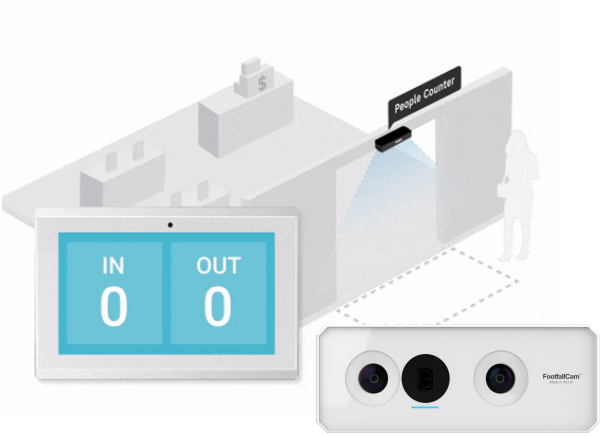


Multiple People Counters using PoE Switch



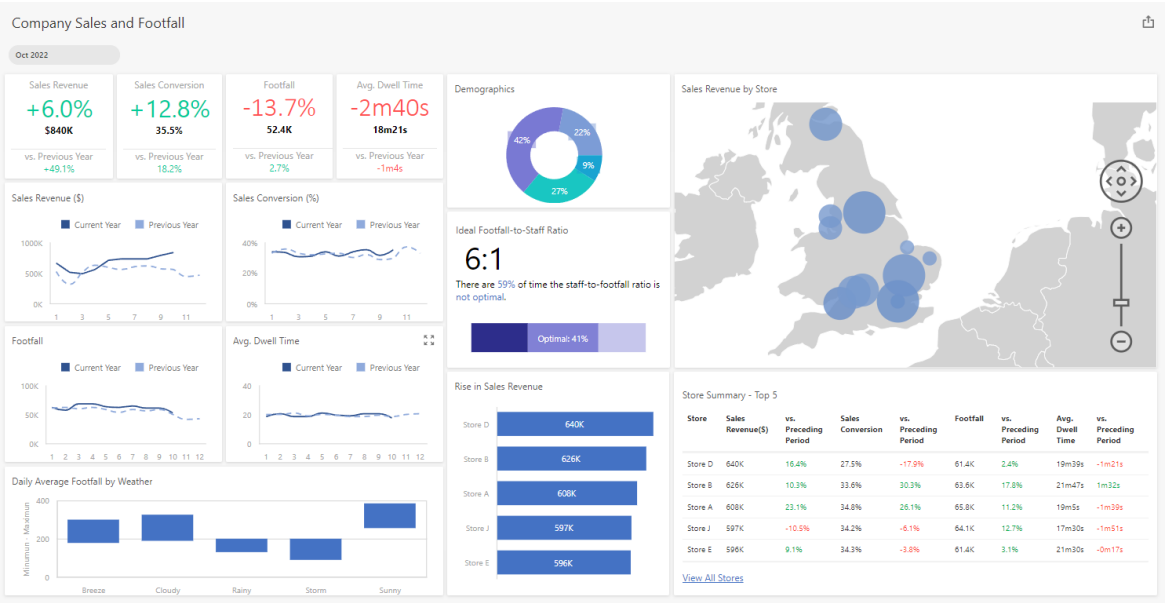
2.2 Use cases

2.2.1 Main Use Cases



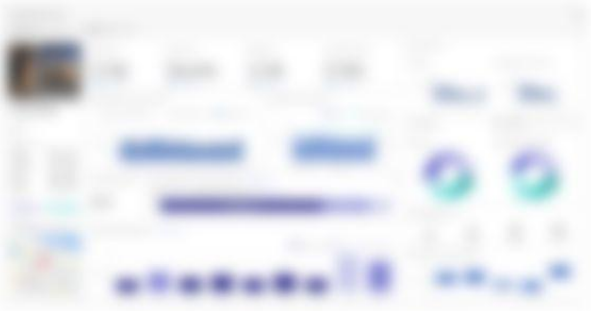
#1: Entrance Counting

- By installing FootfallCam 3D Pro2™ at the entrance(s) to the store, the number of people who enter/exit the store over a period of time can be known.
- FootfallCam Fabric Staff Tag ™ can be used to exclude staff from the counting, giving a more accurate depiction of the actual number of customer visits.
- Retailers can gain valuable business insights from the people counting data provided by FootfallCam's system
- Entrance Counting - Video | High Traffic Area - Video



Company Sales & Footfall Dashboard

- Cloud-based Analytics Platform could provide an overview of multiple retail stores without logging into multiple accounts



#2 Understand Customer Profile

- Difference of shopper type during specific hours, weekday, weekend and seasonal
- Learn the behavior from the pattern, and predict the footfall using AI model
- Combination of your historical data, third-party source data (Weather, population) and data collected from the FootfallCam system to identify the best type of marketing campaign during specific period of time

#3 Measure ROI of Marketing Campaigns

- Identify the budgeting for the Marketing Campaign
  - Fixed budget allocation, how you could
- Identify different
- Identify historical
- How the campaign impact on the traffic for each store, each zone and the overall trend for the mall
- Event long term and short term impact in the data visualization

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#4 Staff Exclusion

- Combining FootfallCam 3D-Pro2™ and FootfallCam Stacked Fabric Tag, staff can be identified and excluded from the traffic counting via Time of Flight Technology
- Staff wearing the exclusion tag is identifiable by the unique pattern on the tag, and discounted from the counting
- Plug and play, no configuration required
- Cost effective and ease of deployment
- Watch how it works