

# RetailFootfall™

FootfallCam People Counting System helps retailers to have a better understanding of their store traffic, improve sales conversions and measure the effectiveness of marketing events.



FC-F3DP02



## FootfallCam 3D PRO2™

- AI Powered 3D Stereo Vision and Time-of-Flight People Counting
- Unparalleled Accuracy of Up to 99.5%
- Superior Processing Power - Improved 3D Counting Accuracy
- Low-light / Night mode counting
- Splash-Proof Casing

FC-FAM01



## FootfallCam Analytics Manager V9™

- 60+ Readily Available Report Templates
- Customisable Report Builder
- Automated Email Scheduler for Reports
- Health Check Monitoring for People Counters
- Data Integration with your Business Intelligence (BI)
- Support Ticketing System

FC-FAC41



## FootfallCam Fabric Staff Tag™

- Suitable for excluding staff going in and out of premise
- Visible from many angles
- Wash Durability and Stain Resistance
- Live Visualisation of Counting
- Low Cost

## Accessories

(Optional add-on)

FC - FAC04  
PoE Switch



FC-FAC01  
Wall Bracket



FC-FAC14 / FC-FAC02  
0.6m/3m  
Drop Pole



## About FootfallCam

Headquartered in the United Kingdom, FootfallCam started with a team of **experienced engineers** with the vision of creating the most advanced people counting system in the market. We are the **manufacturer** of both **hardware** and **software**; all the design and development are **100% in-house made**.



# RetailFootfall™

Managing the Footfall Coming Into Your Stores



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Managing the Footfall Coming Into Your Stores

Useful, Reliable, Low Cost

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# RetailFootfall™

People counting system specifically designed for the retail industry.

## 1 Highest Accuracy

### FootfallCam 5D Pro™ - Up to 99.9% Accuracy

The market leading people counting device with the advanced counting technologies:

- 5D People Counting Technology™**
  - 3D Stereo Vision people counting
  - Time-of-Flight sensing
  - AI Video Analytics

- WiFi Analytics**  
Measures average visit duration, visit frequency, traffic outside of the store

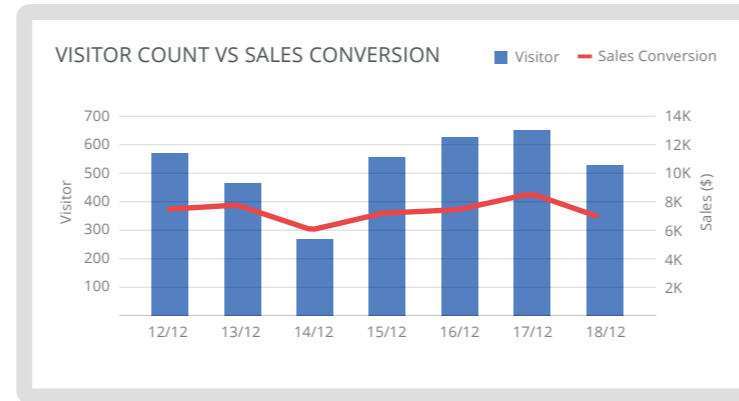
- Staff Exclusion**  
Counting customers, not staffs, Patent-pending discreet staff exclusion method



FC-F3DP02

## 2 Footfall Management Workspace

**RetailFootfall™ Software Modules.** Available **10x Retail metrics**, **8x Retail workflow**, **5 x Retail reports** to help store managers, marketing managers, operation managers and CEO to make better decisions.



### Sales Tracker

Analyse the unique profiling of each store and make customised responses, to improve the sales conversion.



### Marketing Effectiveness

Determine the success rate of a marketing campaign.



### Staff Planning

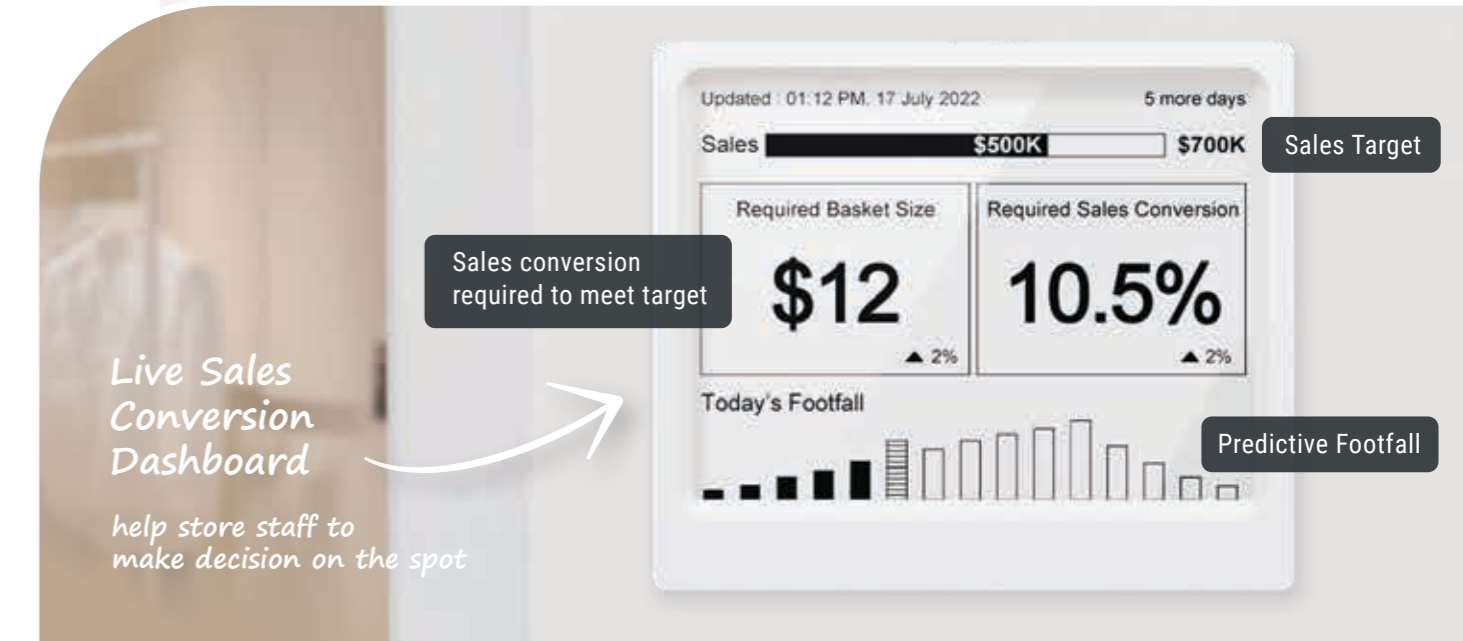
Customise the target staff ratio based on each store's visitor count.

### STORE PERFORMANCE BENCHMARKING

Store Name	Visitor Counts	Sales Conversion (%)	Sales Rank
Harrow	2340	22.83 ▲ 1%	1
Liverpool	3821	21.12 ▲ 3%	2
Metro	2658	20.54 ▲ 2%	3
Bradford	2598	19.71 ▼ 2%	4
Edinburgh	3755	18.54 ▲ 4%	5
Bluewater	2035	13.74 ▲ 1%	6
Newport	1977	12.14 ▼ 1%	7
Cambridge	2745	11.56 ▲ 2%	8
Basilidon	1823	10.23 ▲ 1%	9
Camberley	1820	9.89 ▼ 2%	10

### Store Location Analysis

Perform deep analysis and be able to have better visibility on each store performance level.



Live Sales Conversion Dashboard

help store staff to make decision on the spot

## 3 Actionable Staff Dashboard

4.2" E-paper display, live sales conversion and footfall tracker, up to a minute data refresh to optimise the sales conversion. Configurable business rules to standardise retail operations.

Allow store manager to monitor the sales performance in real time and make on-the-spot business decision. Each staff is assigned to the right tasks based on the live visitor count and the transaction count.

## Key Features

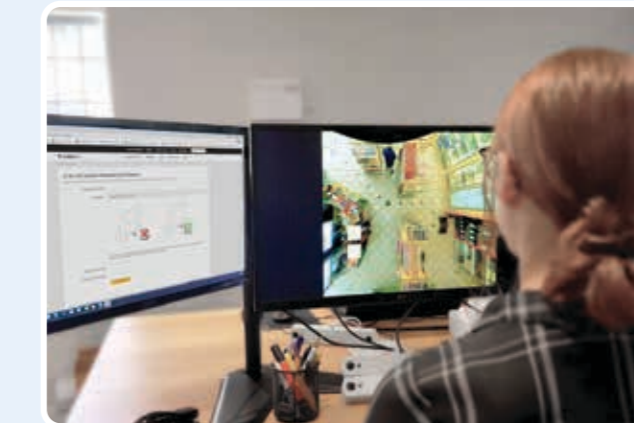
- Secure and Privacy**  
Security and privacy is our highest priority. **GDPR compliance.**

- Cloud or On-Premise Server**
  - Cloud or On-Premise software available
  - Multi user account management with **AD integration** and **MFA**
  - Open Architecture - **API integration** with other business systems



- Role-Based Account Management**  
Individual user accounts can be setup for team members and assign access rights accordingly.

- Fault Alerts**  
Monitor all sensors recurringly and send an automated email alert if any faults are found. Proactive yet manageable approach, low-maintenance solution.



- Data Integrity Review**  
The Data Integrity Report allows users to monitor data discrepancies and site changes.

- Backup / Disaster Recovery**  
FootfallCam server will re-aggregate the raw data stored in counter level and store the re-aggregated data in the server.