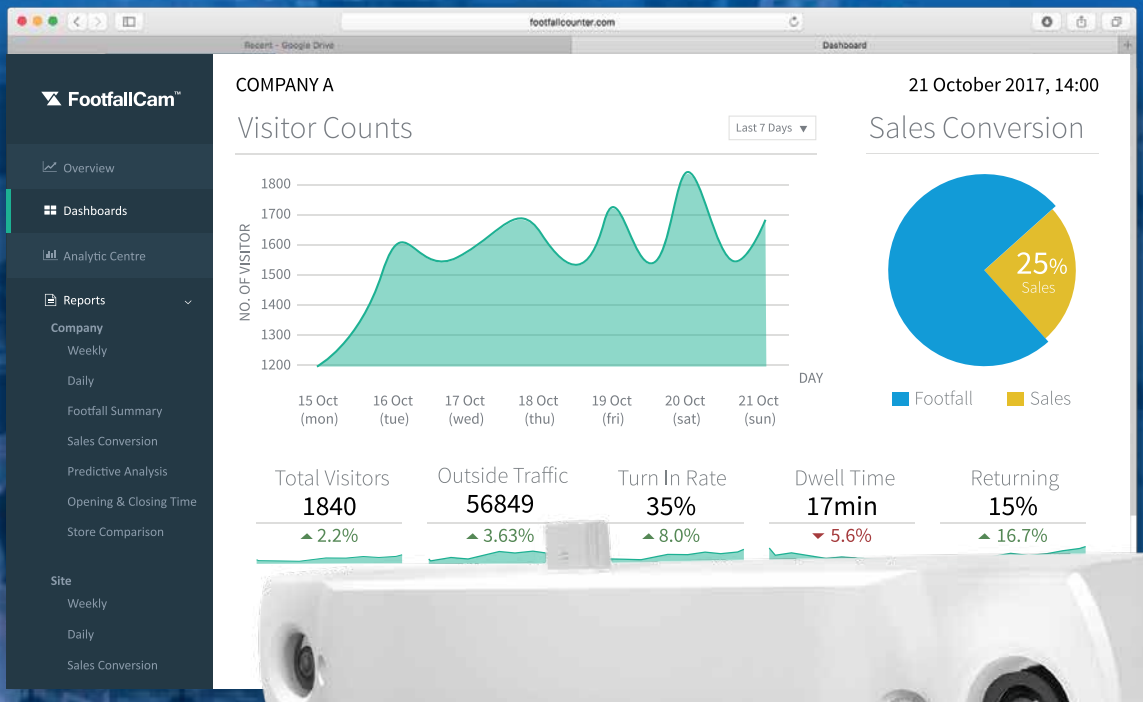
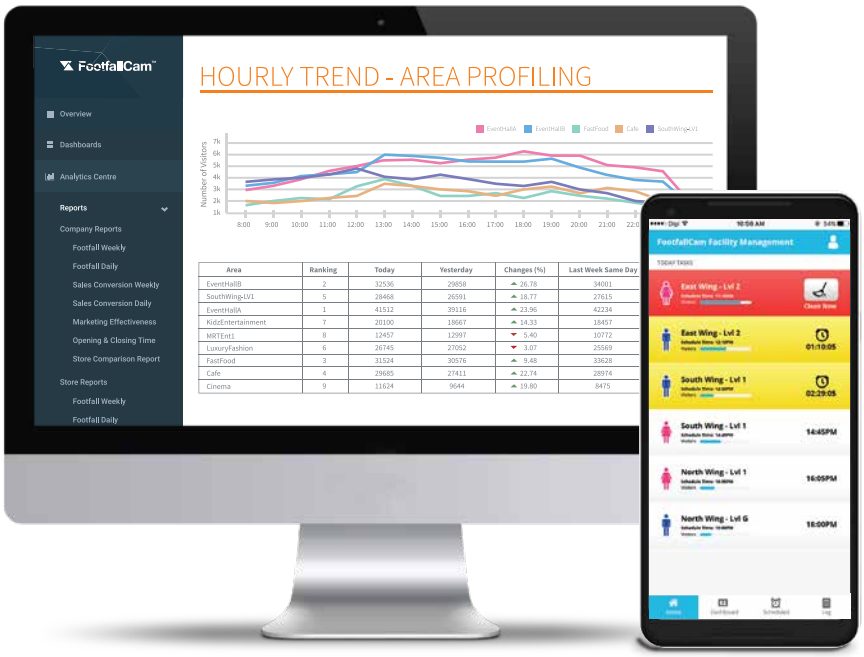
FootfallCam™

Global Leader in People Counting System

Shopper Traffic Management for Shopping Malls



PEOPLE COUNTING



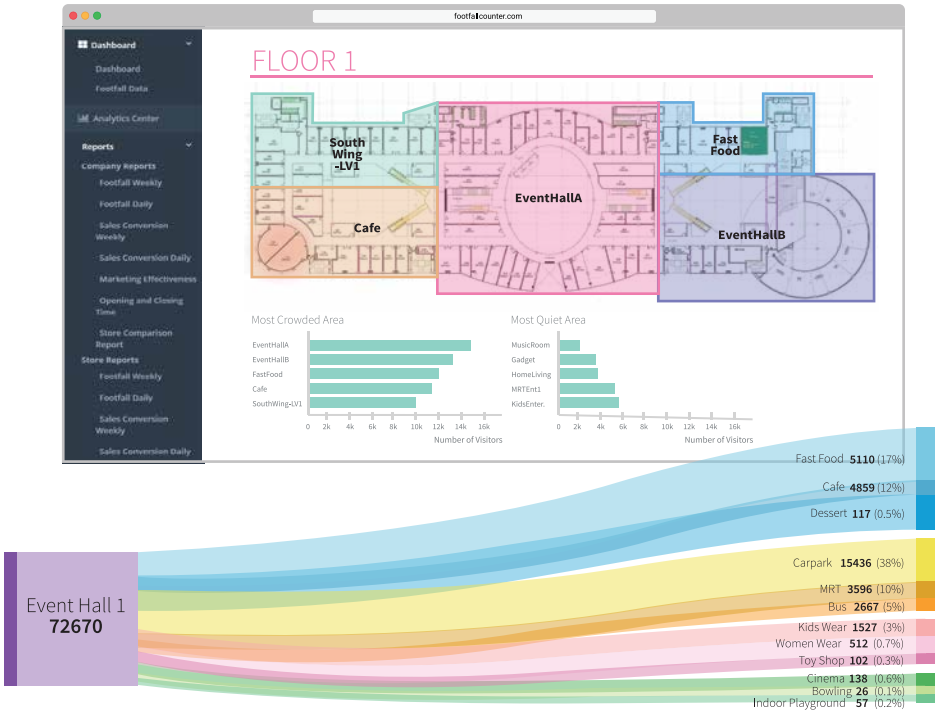
Visitor trend analysis

People counters are placed at the mall entrances for **door counting**, shopping mall management will be able to understand the visitor count to gain insights in how well the mall is performing and understand the visitor trend over different days of the week and month.

Planning staff allocations

FootfallCam **washroom management** module enables users to identify which facilities are underutilise to plan allocation of maintenance staff and plan out their cleaning schedules. The cleaning schedules of staff are based on usage of facilities instead of a recurring predetermined time.

ZONE ANALYTICS



Tenants rent justification

Identify the traffic profile of each area to provide evidence for management to adjust rental rates of tenants throughout different areas of the mall. Using **area counting** to determine distribution of visitors over a large area so business users can understand how the space is utilised.

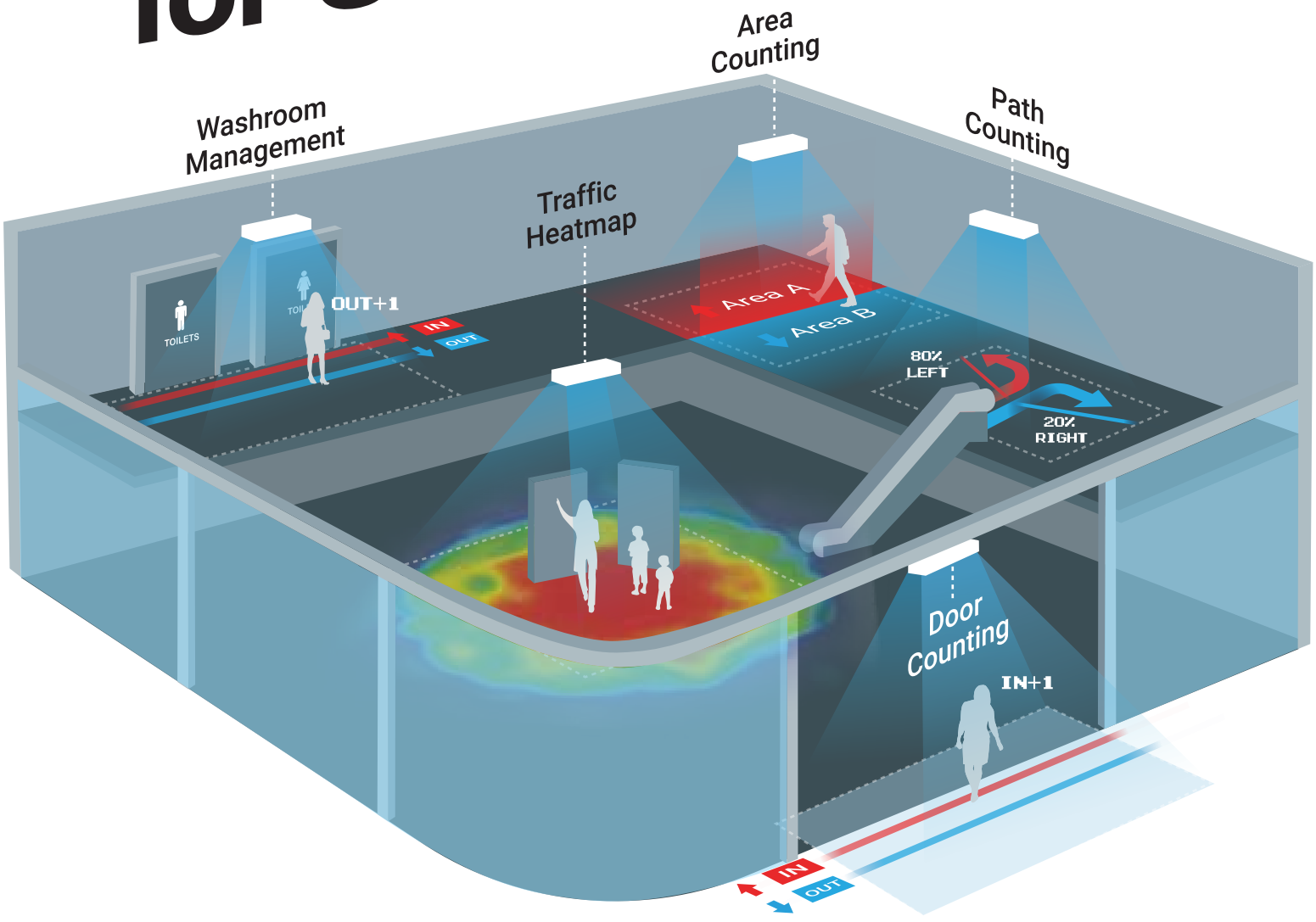
Shopper journey profiling

Using **path counting** to visualise the traffic flow of visitors to determine which pathways are often used to plan placements of advertisement displays and digital signages while **traffic heatmap** provides in-depth view into how engaged shoppers are to determine the effectiveness of those displays and signages.

Shopper Traffic Management System for Shopping Malls

Global Leader in People Counting System

Shopper Traffic Management System for Shopping Malls



1.2 GHz QUADCORE Processor
1 GB RAM
Wifi COUNTING
GPU Built in GPU
Built in Web Server
Power Over Ethernet
5 Mega Pixel FULL HD
Fish Eye Lens
25 Frames Per Sec
Stereoscopic Video
Widest Door Coverage
Mobile APP
eMMC Storage

"With FootfallCam, we can now measure how many people enter our mall and what is the customer journey flow.
On top of that, we managed to save the cost on the infrastructures for both CCTV and Wi-Fi hotspot to offer to our shoppers."

by "World's 7th Largest Mall", 1 Utama Shopping Centre

"We have talked with thousands of malls to gauge their most wanted needs. We are experienced in working with shopping mall contractors to deliver the project with top quality."

FootfallCam™

Visit us online at www.footfallcam.com
46 Abbotswood, Guildford, GU1 1UY, United Kingdom
Tel: +44(0) 1344 988 650 Email: sales@footfallcam.com

©2002-2020 FootfallCam is a trademark application of FootfallCam in various jurisdictions. We reserve the right to introduce modifications without notice. All other company names and products are trademarks of their respective companies.