



## FootfallCam 3D Plus™<sub>FC-F3DP01</sub>

FootfallCam 3D Plus™ comes in a total of 3 variations. Each FootfallCam device uses the same chipset and component and is embedded with a powerful 1GHz processor, specifically to run its complex video processing algorithm. Our GPU 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. FootfallCam is equipped with lenses which provide super wide-angle view in ensuring good depth of view as compared to telephoto lenses.

### Key Features

- Stereo Vision Technology
- Bi-directional counting
- Accurate Counting with Video Proof
- Easy to Install and Set Up

#### Power Unit Specifications

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

#### Software Specifications

Interface	Http; Https
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

### Multi-Functional Counter

#### 1. Visitor Count

Counting Ins and outs, (measure store performance, find out if bad performing stores were due to low footfall or bad sales effort, measure marketing response.)

#### 2. Window conversion rate

Measure if any promotional campaign or shop window display has driven traffic.

#### 3. Returning Customer Tracker

Track whether they are the returning customer since every customer would have their unique identifier by using smartphone

#### 4. Dwell Time

Measure the duration of the customers stay in the stores

#### 5. Cross Shopping

Identify cross shoppers by comparing the unique identifier and detecting the matching unique identifier in different stores

#### 6. Heatmap

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

#### 7. Queue Counting

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

#### 8. Sales Conversion

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

#### 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: 100° - Versatile ceiling height range. Accommodate most installation environment
Ideal Mounting Height	2.1 metres-7 metres (Based on product variations)
Casing	Aluminum oxide alloy, Water and dust resistant
Field Upgradable	Auto Software upgrade
Power	Power over Ethernet: 47V DC, 0.12A (6W)
Illumination	Minimum 300 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



## FootfallCam Coverage Table

Model	FootfallCam 3D Plus-LC™	FootfallCam 3D Plus-NC™	FootfallCam 3D Plus-HC™
Lens	140°	100°	65°
Ideal Mounting Height	2.1 metres – 2.4 metres	2.5 metres – 4.5 metres	4.6 metres – 7.0 metres
<b>Coverage Area (m) (Horizontal FOV x Vertical FOV)</b>			
2.1	1.47 x 1.32 m		
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		2.86 x 2.34 m	
2.6		3.10 x 2.54 m	
2.7		3.34 x 2.73 m	
2.8		3.58 x 2.94 m	
2.9		3.81 x 3.14 m	
3.0		4.05 x 3.33 m	
3.1		4.29 x 3.53 m	
3.2		4.53 x 3.72 m	
3.3		4.77 x 3.93 m	
3.4		5.01 x 4.13 m	
3.5		5.24 x 4.33 m	
3.6		5.24 x 4.33 m <sup>1</sup>	
3.7		5.24 x 4.33 m <sup>1</sup>	
3.8		5.24 x 4.33 m <sup>1</sup>	
3.9		5.24 x 4.33 m <sup>1</sup>	
4.0		5.24 x 4.33 m <sup>1</sup>	
4.1		5.24 x 4.33 m <sup>1</sup>	
4.2		5.24 x 4.33 m <sup>1</sup>	
4.3		5.24 x 4.33 m <sup>1</sup>	
4.4		5.24 x 4.33 m <sup>1</sup>	
4.5		5.24 x 4.33 m <sup>1</sup>	
4.6			4.80 x 3.94 m <sup>2</sup>
4.7			4.94 x 4.06 m <sup>2</sup>
4.8			5.09 x 4.18 m <sup>2</sup>
4.9			5.23 x 4.30 m <sup>2</sup>
5.0			5.38 x 4.42 m
5.1			5.52 x 4.54 m
5.2			5.67 x 4.66 m
5.3			5.81 x 4.78 m
5.4			5.96 x 4.90 m
5.5			6.10 x 5.02 m
5.6			6.25 x 5.14 m
5.7			6.39 x 5.26 m
5.8			6.54 x 5.38 m
5.9			6.68 x 5.50 m
6.0			6.83 x 5.62 m
6.1			6.97 x 5.73 m
6.2			7.12 x 5.85 m
6.3			7.27 x 5.97 m
6.4			7.41 x 6.09 m
6.5			7.56 x 6.21 m
6.6			7.70 x 6.33 m
6.7			7.85 x 6.45 m
6.8			7.99 x 6.57 m
6.9			8.14 x 6.69 m
7.0			8.28 x 7.73 m

<sup>1</sup>Digital zoom function will be applied for FootfallCam devices installed on ceiling height higher than 3.5metres for optimal accuracy.

<sup>2</sup>The use of a different lens type will result in a narrower field of view while providing better resolution for higher accuracy.