

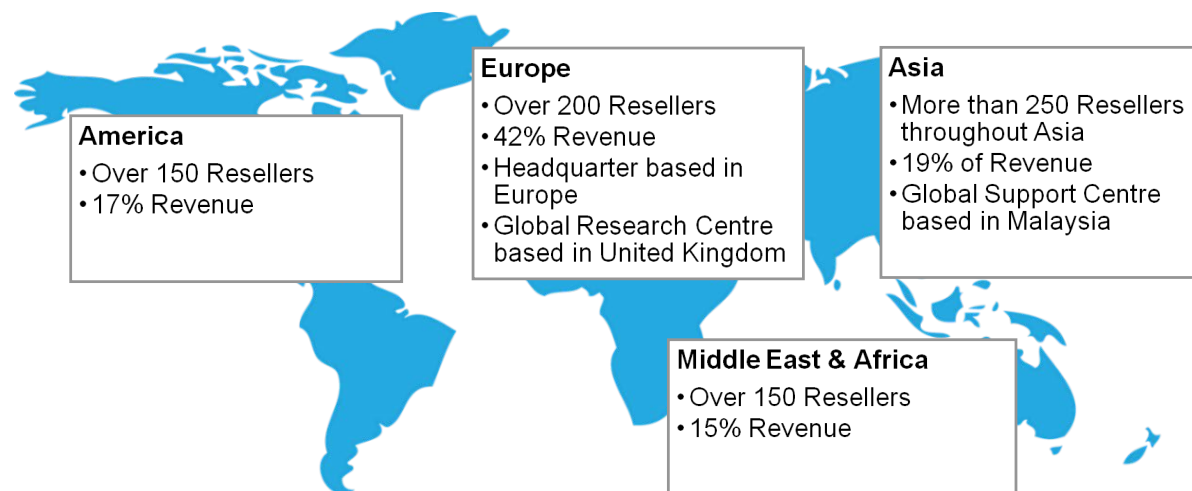


FootfallCam Smart Office Solution

About FootfallCam™

Global Leader in People Counting System

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.



- Continuously reinvesting more than 24% revenue into research and development
- **In-house R&D team** dedicated to the development of both hardware and software platform
- Combined **over 100 years industry experiences** in developing people counting solution
- **Serving multiple sectors** varying from retail, fast food, restaurants, museums to smart buildings and airports.



Case Studies

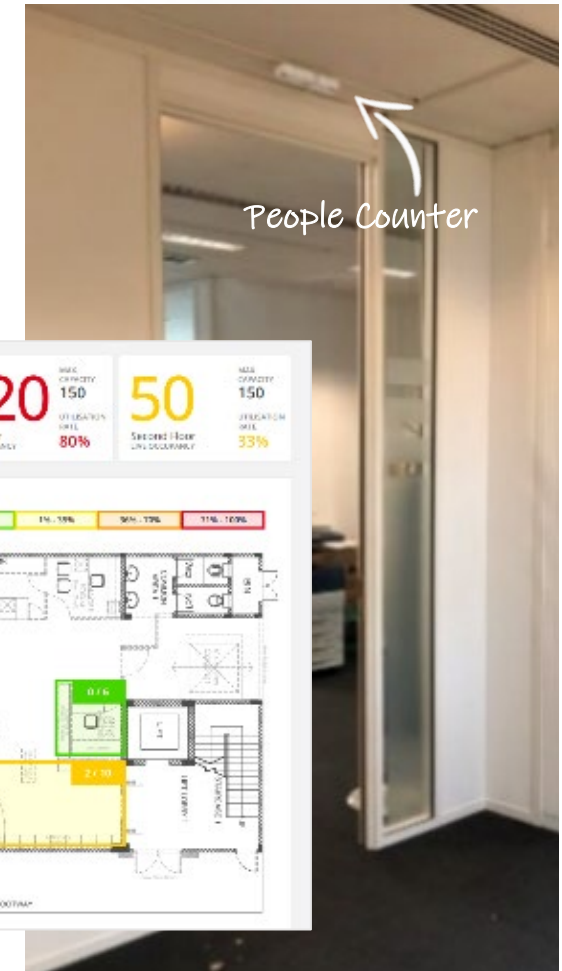
Case Study #1: Regus (IWG plc)



Regus (IWG plc) is a multinational corporation that provides serviced offices, virtual offices, meeting rooms, and video conferencing to clients on a contract basis, with 3,300 locations around 110+ countries

Workspace Utilisation and Amenities Feedback

- Deploy smart building strategy for
 - Member vs non-member footfall ratio
 - Traffic flow & pattern (where do people go)
 - Facility utilisation (café, toilet, meeting rooms)
 - Energy optimisation (matching floor utilisation with energy consumption)
- FootfallCam in collaboration with Cognizant to integrate the above metrics into IWG platform



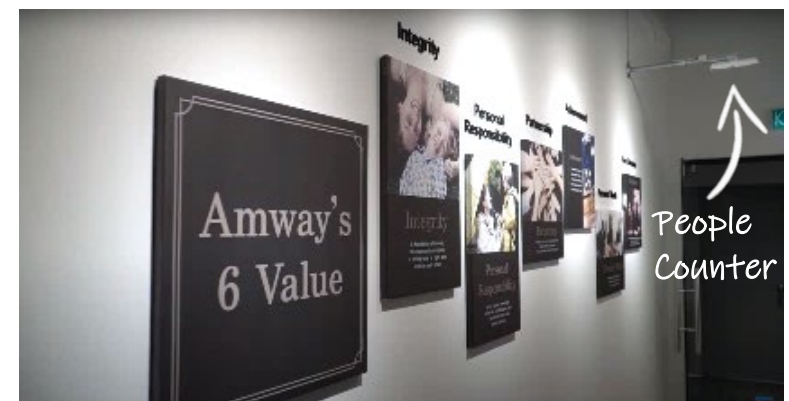
Case Study #2: Amway



Amway is an American multi-level marketing company in more than 100 countries and territories.

Facility Utilisation and Customer Experience

- Social-distancing compliance and **occupancy restriction** to protect their Amway Business Owner (ABO).
- Efficient **facility management** for their experience center such as market retail, meeting room, cafeteria & etc. using footfall data
- Integrate people counting data with Magic Mirror display for **real-time occupancy** at entrance to control incoming traffic.
- **Space planning** by identifying the facility usage with high flow intensity, low flow intensity, and that are most used, and least



Amway Grand Opening: <https://youtu.be/Bjm8Y5jRiNs>

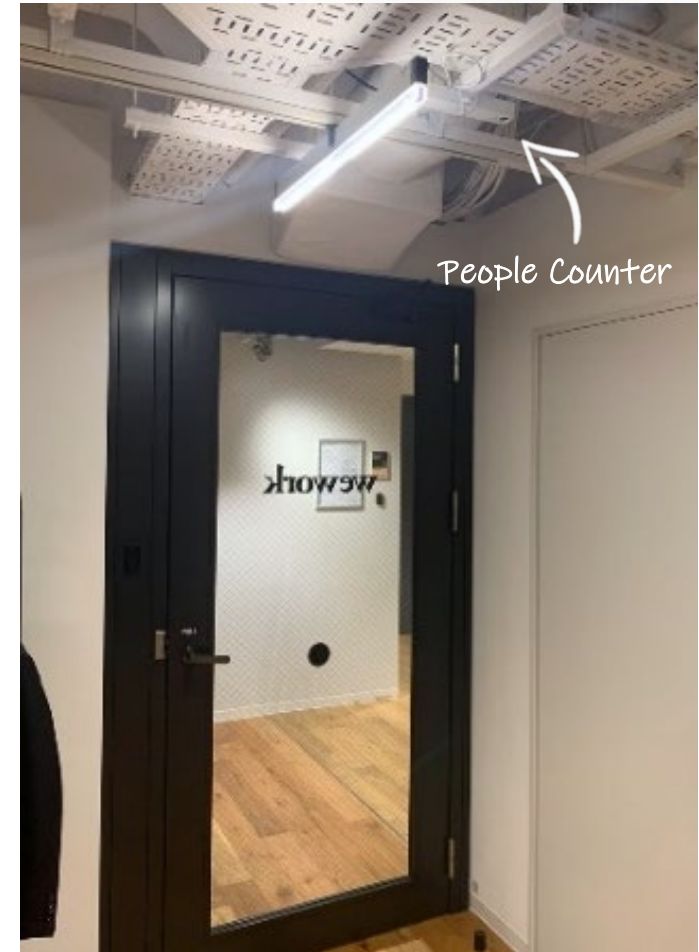
Case Study #3: WeWork



WeWork is an American commercial real estate company that provides shared workspaces for technology start-ups and services for other enterprises.

Anonymous ToF Counting and Workspace Desk Booking

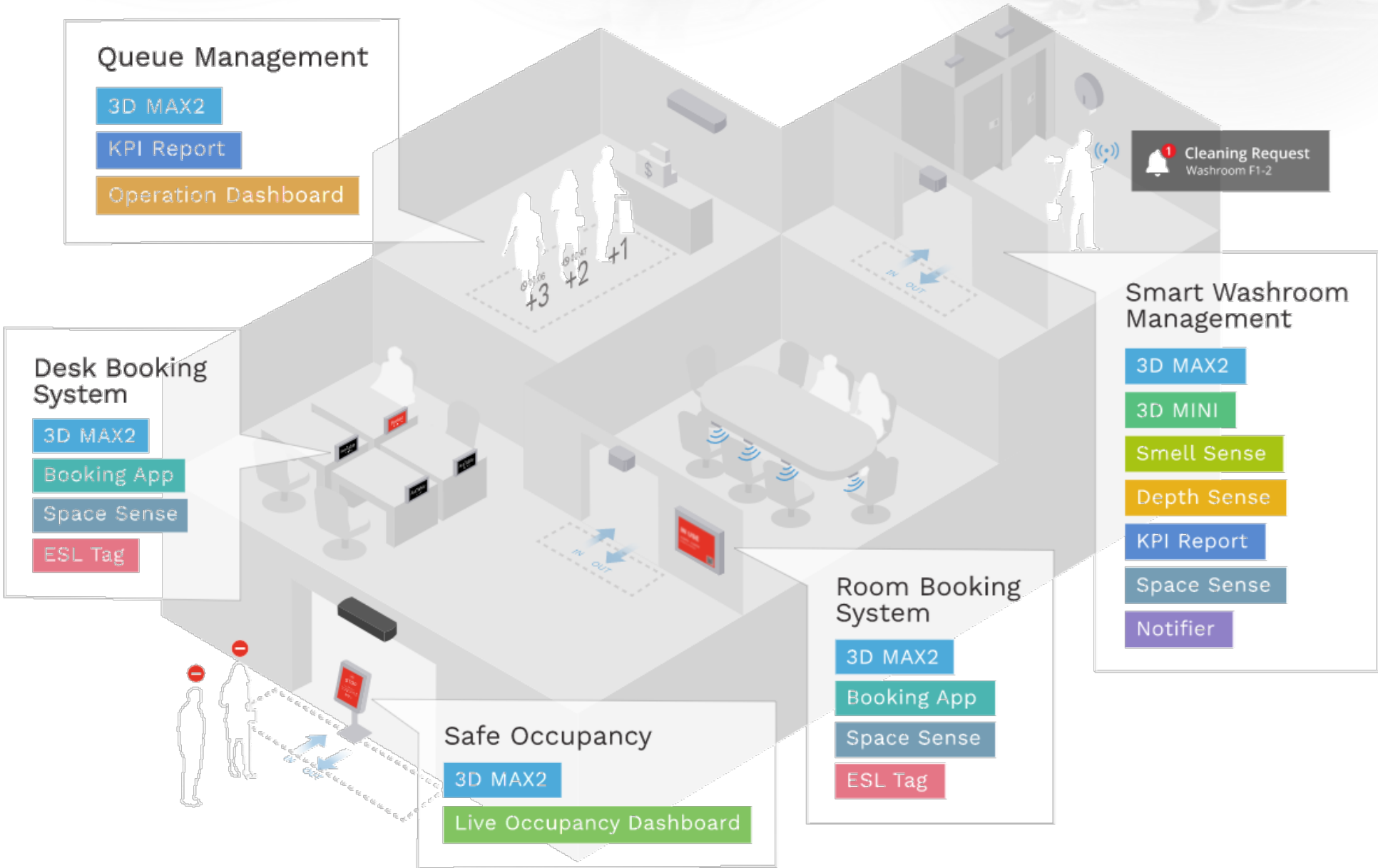
- WeWork Japan approached FootfallCam to find a solution for [Occupancy Counting](#).
- Measuring the occupancy of the meeting rooms using [anonymous](#) Time-of-Flight (ToF) technology for [total privacy](#).
- Deployed over 3,000 sensors in their existing buildings around Tokyo, Japan.
- [Desk booking app](#) - Pre-book the available desks/rooms for better workspace planning





FootfallCam Solutions

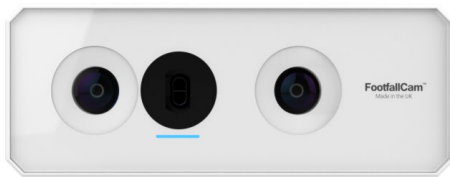
Smart Office Solution



FootfallCam Products

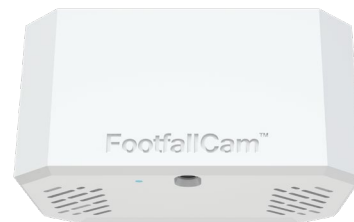
FootfallCam offers 6 different devices that uses 6 different technologies that can be suited to all environments and scenarios.

FootfallCam 3D Pro2™



Infrared counting + Wi-Fi Counting
[Datasheet](#)

FootfallCam 3D Mini™



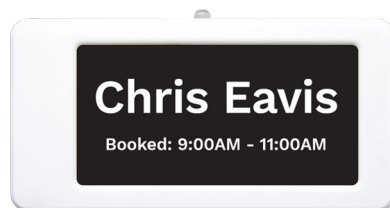
Time-of-Flight (ToF) Technology
[Datasheet](#)

FootfallCam Centroid™



2D Video Analytics
[Datasheet](#)

FootfallCam DeskTag™



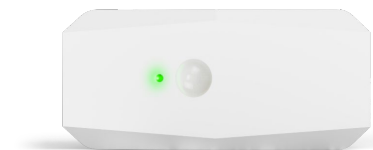
Electronic Display Device
[Datasheet](#)

FootfallCam RoomTag™



Electronic Display Device
[Datasheet](#)

FootfallCam Space Sense™



Passive Infra-red (PIR) + Time-of-Flight (ToF)
[Datasheet](#)

Space Monitoring for Offices

Showcase

Meeting Room Utilisation



 **FootfallCam**[™]

YouTube Link: https://www.youtube.com/watch?v=REfE_0-4aAA

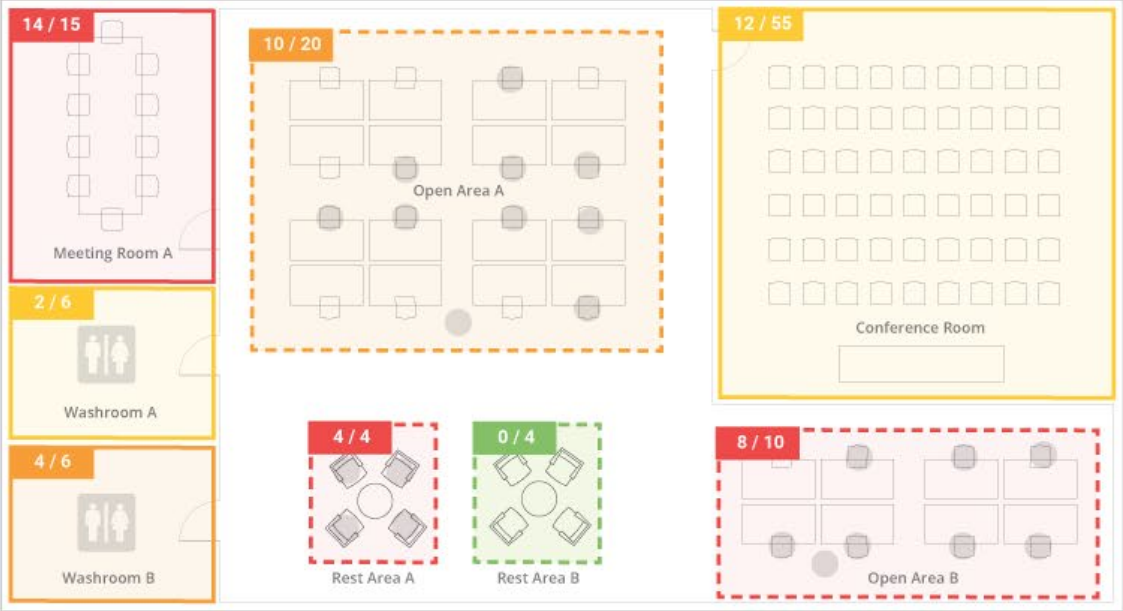
Area Occupancy Floorplan



Live Occupancy -Smart Workplace

- Dashboard
- Analytics Center
- Company Reports
- Site Reports
- Maintenance

Tower B- Office 12



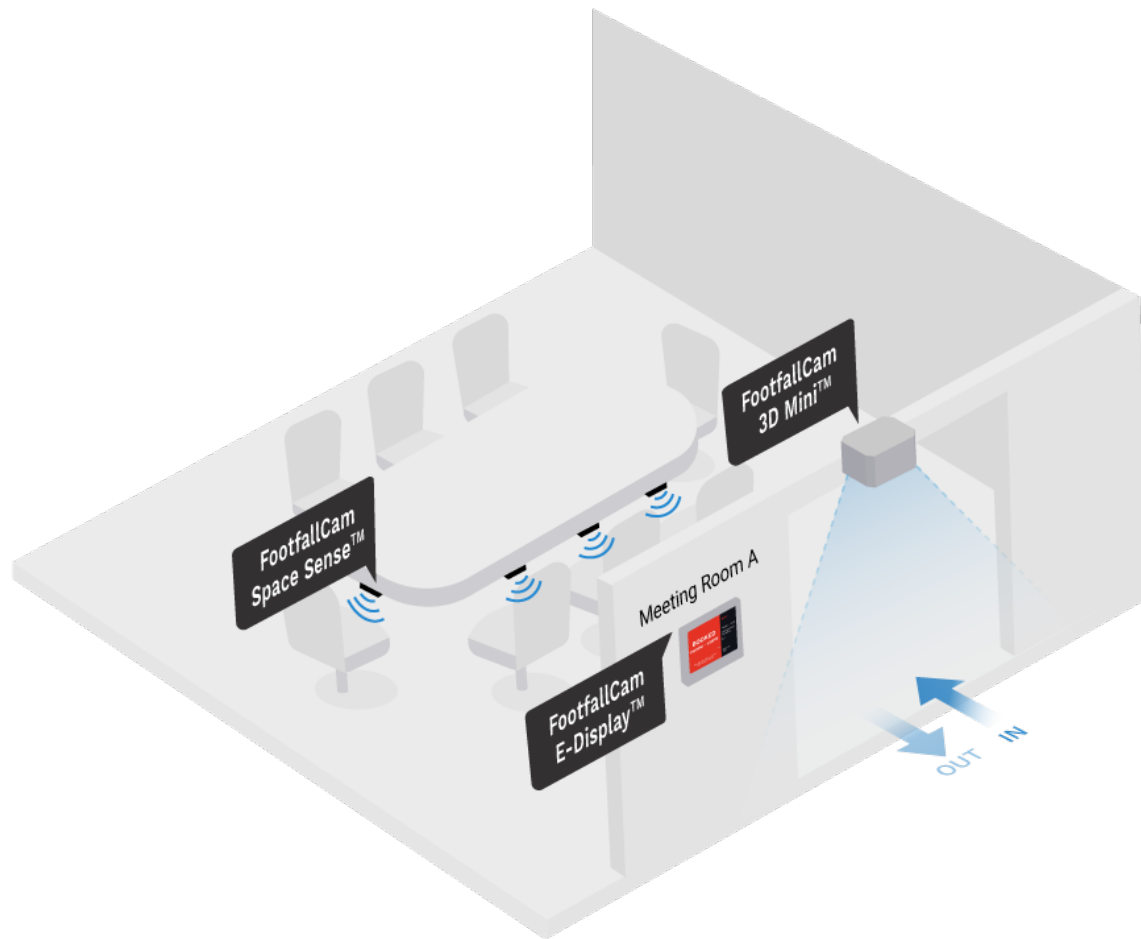
Utilisation

Meeting Room A:	14 / 15
Open Area A:	10 / 20
Open Area B:	08 / 10
Conference Room:	02 / 10
Washroom A:	02 / 06
Washroom B:	00 / 04
Rest Area A:	04 / 04
Rest Area B:	00 / 04

[Sample report](#)

Use Case #1: Meeting Room Occupancy Counting

By installing [FootfallCam 3D Mini™](#) at the entrance of each meeting room, the number of people using the meeting room can be counted, thereby generate utilisation rate of the room.



- Cost effective
- **Anonymous** counting, privacy protected
- Using [ToF 16x16 Sensor](#)
- Suitable for **single door** and **washroom entrance**
- Field of view (FOV): **57°**
- Proven deployment in WeWork, Regus, Rentokil & etc.

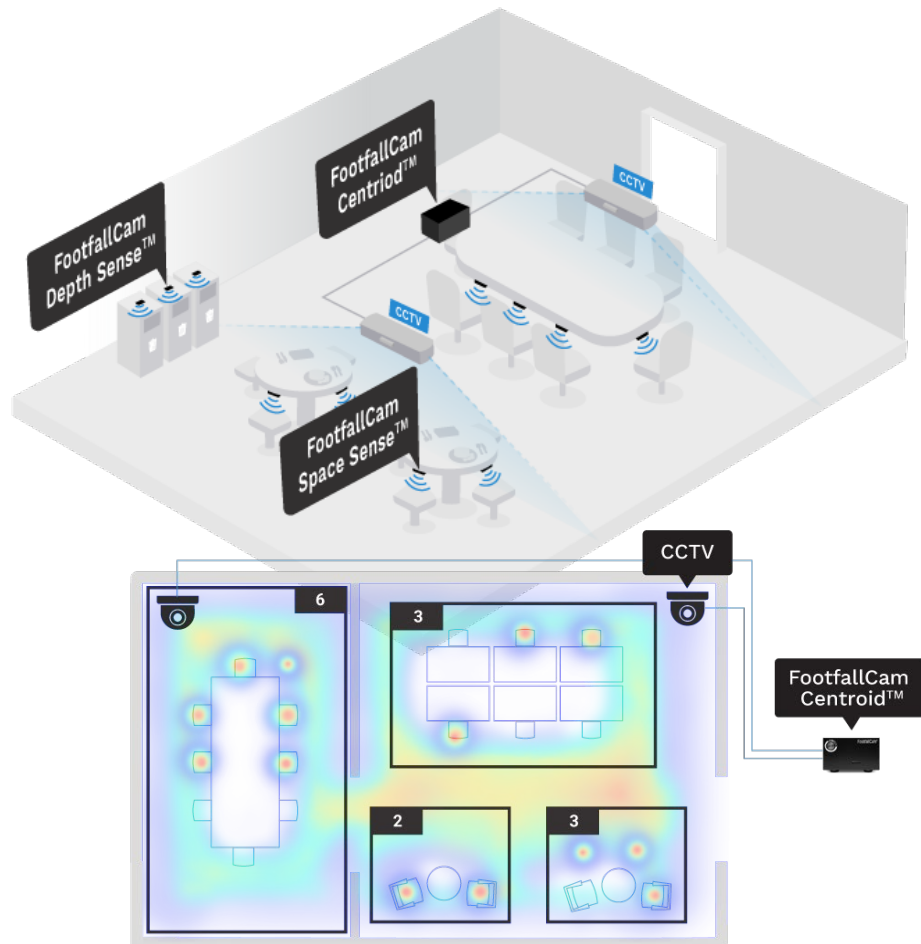
Watch how it works: <https://youtu.be/P1BAnWvVusM>



[FootfallCam 3D Mini™](#)

Use Case #2: Collaboration Area Occupancy Counting

The number of people sitting in the area can be detected by installing a **Space Sense™** under each desk. Alternatively, the **FootfallCam Centroid™** can also integrate with existing CCTV system to detect the occupancy of the area.



- Space Sense for **desks usage**
- Using Passive Infra-Red (**PIR**) or 2D **Video Analytics**
- Suitable for **open space** or **large area**, e.g.: collaboration areas, co-working space
- Ease and scalability of its deployment



OR



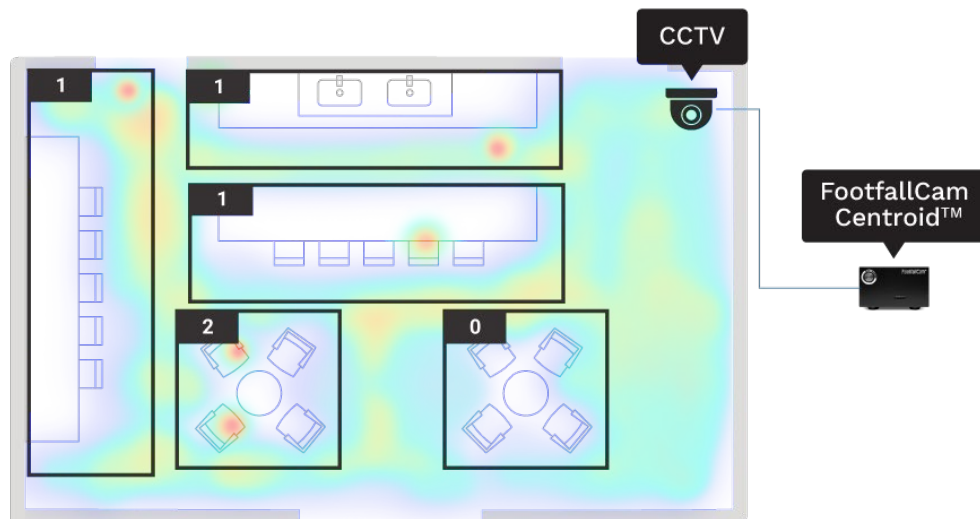
[FootfallCam Space Sense™](#)

[FootfallCam Centroid™](#)

Watch how it works: <https://youtu.be/JweKfEaXjL0>

Use Case #3: Common Areas Occupancy Counting

Suitable for tracking people standing up and gathering around an open area, such as [stand-up discussion area](#) and [break areas](#). The [FootfallCam Centroid™](#) can integrate with existing CCTV system to measure activity in an area.



- Analyse video footage from CCTV cameras
- Track people's **skeletal movement** with artificial intelligence
- Suitable for **cafeteria**, **stand-up discussion area** and etc.
- Multiple cameras can be used for large area tracking



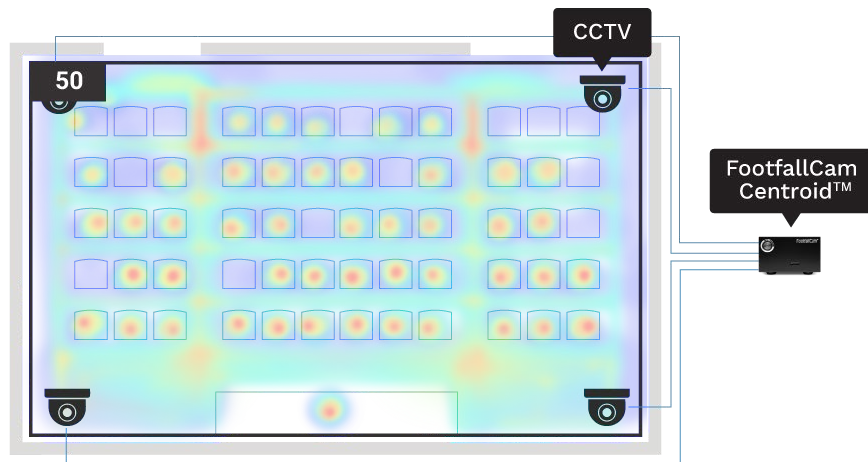
Watch how it works: <https://www.youtube.com/watch?v=pfpulj4W-1Q>



[FootfallCam Centroid™](#)

Use Case #4: Conference Hall Occupancy Counting

Suitable for tracking people in a high density and large area, such as lobbies, conference halls, seminar rooms. The **FootfallCam Centroid™** can integrate with existing CCTV system to measure crowd level.



Watch how it works: <https://youtu.be/gvSKe9xGO6M>

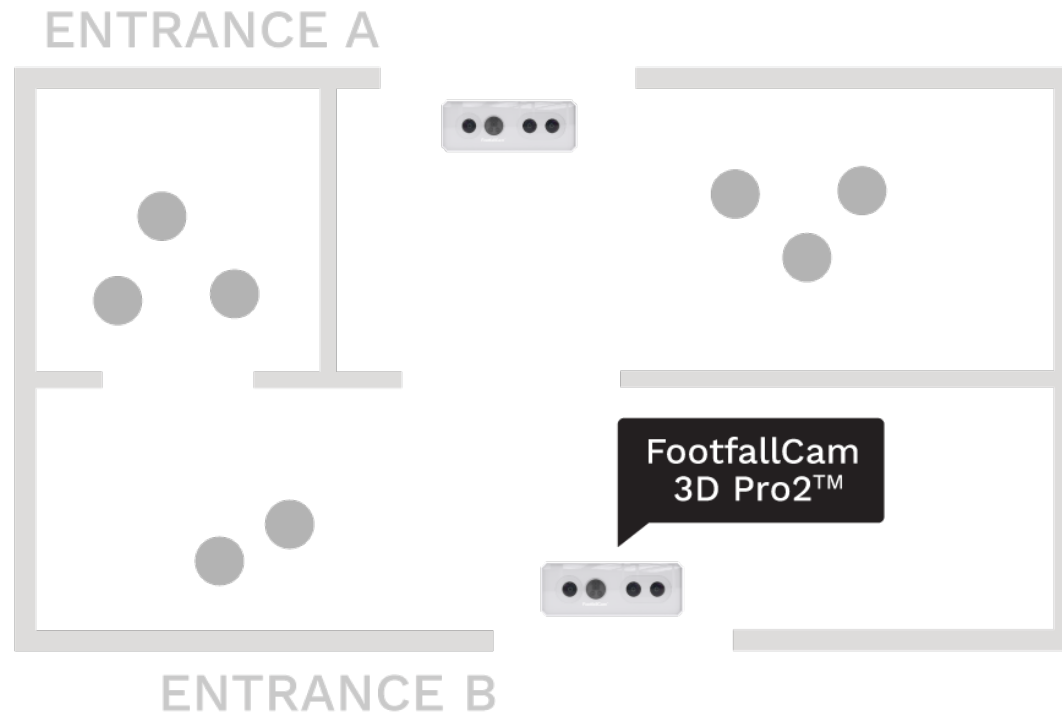
- Analyse video footage from **CCTV cameras**
- Suitable for **open space** or **large area**, e.g.: lobbies, conference halls, seminar rooms
- Multiple cameras can be combined to reach wide range of coverage



[FootfallCam Centroid™](#)

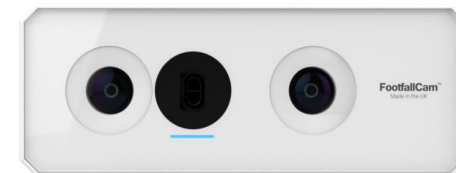
Use Case #5: Occupancy Counting in Confined Areas

FootfallCam 3D Pro2™ can also be used to section off a large office floor into multiple zones. The occupancy in each zone can be counted with a FootfallCam 3D Pro2™ installed in the doorway in between different zones.



Watch how it works: <https://youtu.be/3ERxdewNWd8>

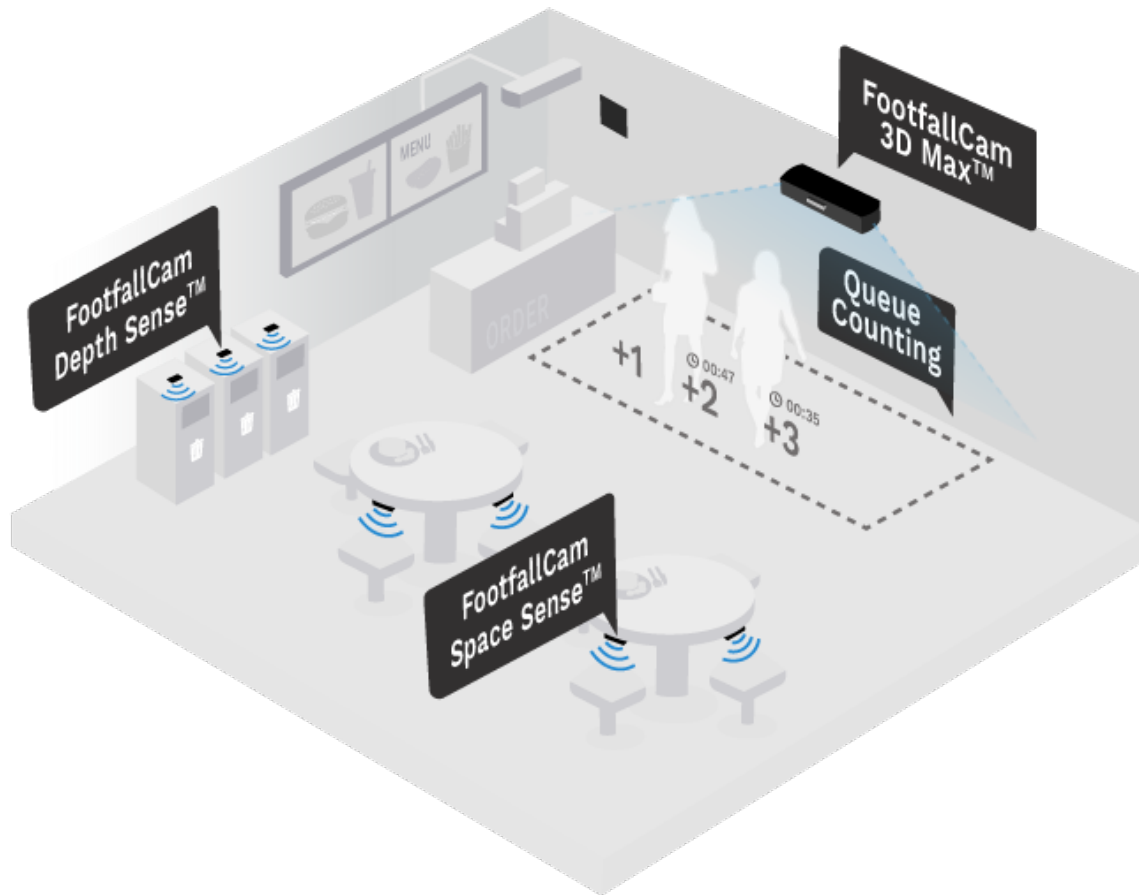
- Count the number of people in a **specific zones**
- **Occupancy** = (IN from both entrances) – (OUT from both entrances)
- Highly accurate with video proof
- Provides visibility on the occupancy in each zone



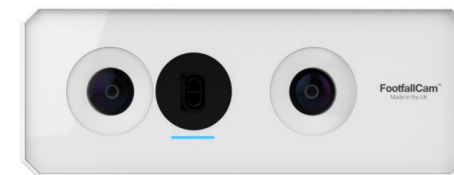
[FootfallCam 3D Pro2™](#)

Use Case #6: Queue Counting in Cafeteria

With queue counting detection and blob tracking technology, the **FootfallCam 3D MAX™** will automatically detect any form of movement and register the queuing patterns



- Using **3D Stereo Vision** technology and 2D [video analytics](#)
- Highly accurate with video proof
- Suitable for **wide corridors, walkway** or **high traffic areas**
- Supports up to 25m ceiling height
- Field of view (FOV): **120°**
- Proven deployment in Kentucky Fried Chicken

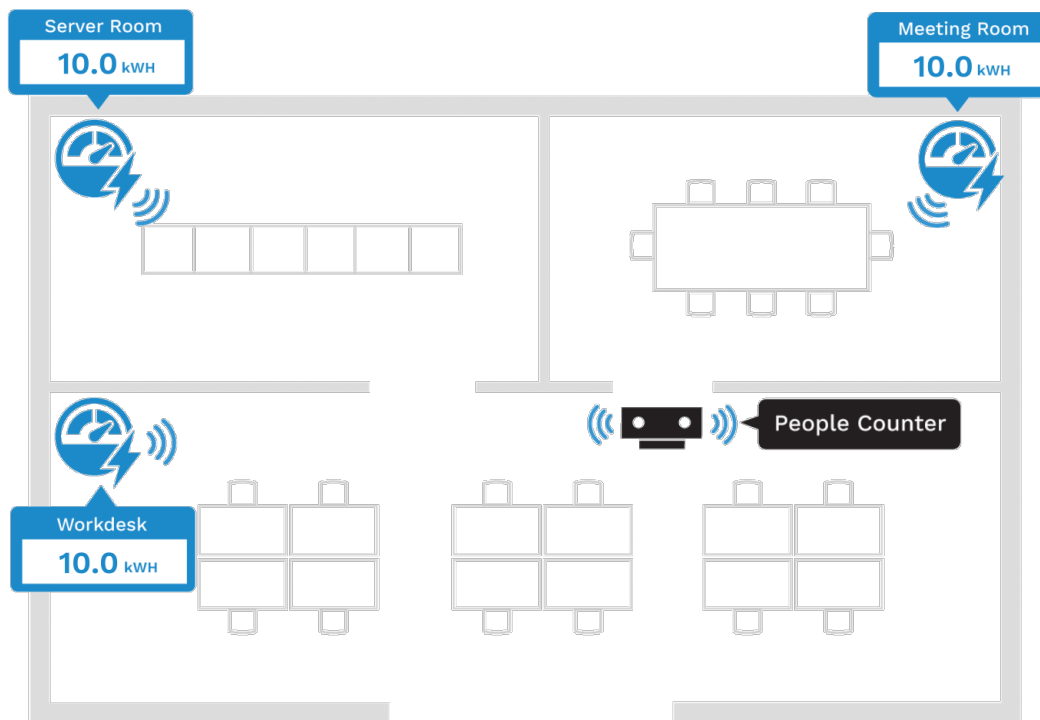


[FootfallCam 3D Pro2™](#)

Watch how Queue Counting works: <https://youtu.be/5iPEHKD-zQc>

Use Case #7: Electricity Usage Sensor

FootfallCam has an [Open Architecture](#) that allows the integration with other smart energy meters through [Zigbee](#) and [LoRa](#) protocol. The smart energy meters will be deployed in IT connectivity rooms such as open-space areas and office floors.



- Connect wirelessly to FootfallCam counters via [Zigbee](#) or [LoRa](#)
- Hardware options:
 - i. FootfallCam Authorised Sensors, or
 - ii. Any outsource smart meters
- Track **energy usage** for each area



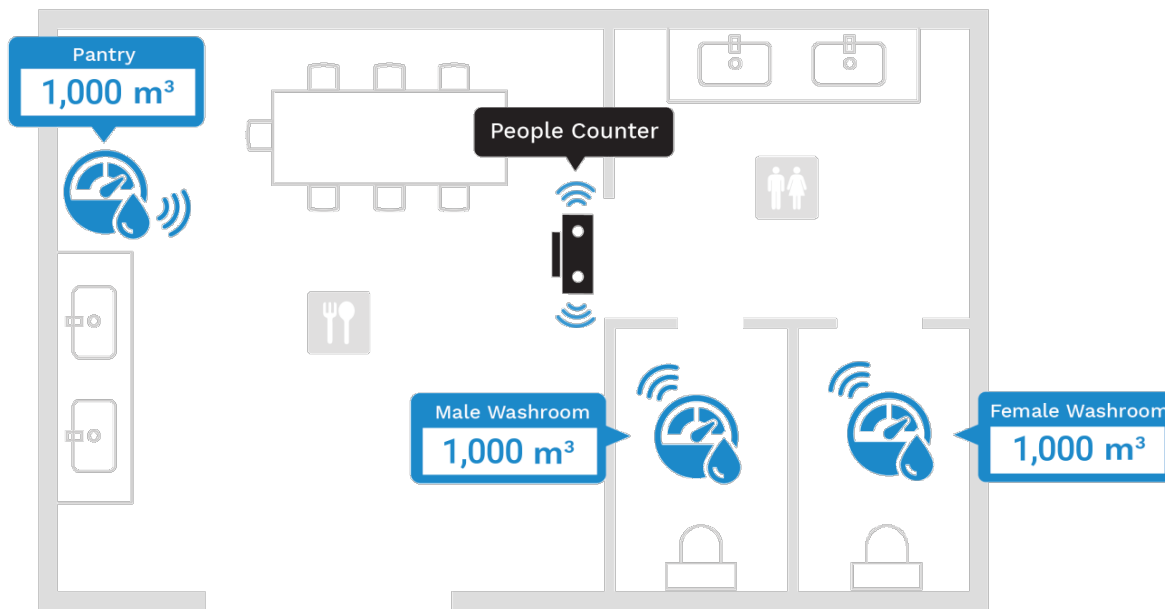
[EKM Universal Smart Meter](#)



[Accuenergy Power Meter](#)

Use Case #8: Water Usage Sensor

FootfallCam has an [Open Architecture](#) that allows the integration with other smart water meters through [Zigbee](#) and [LoRa](#) protocol. The smart energy meters will be deployed in washrooms and pantry areas.



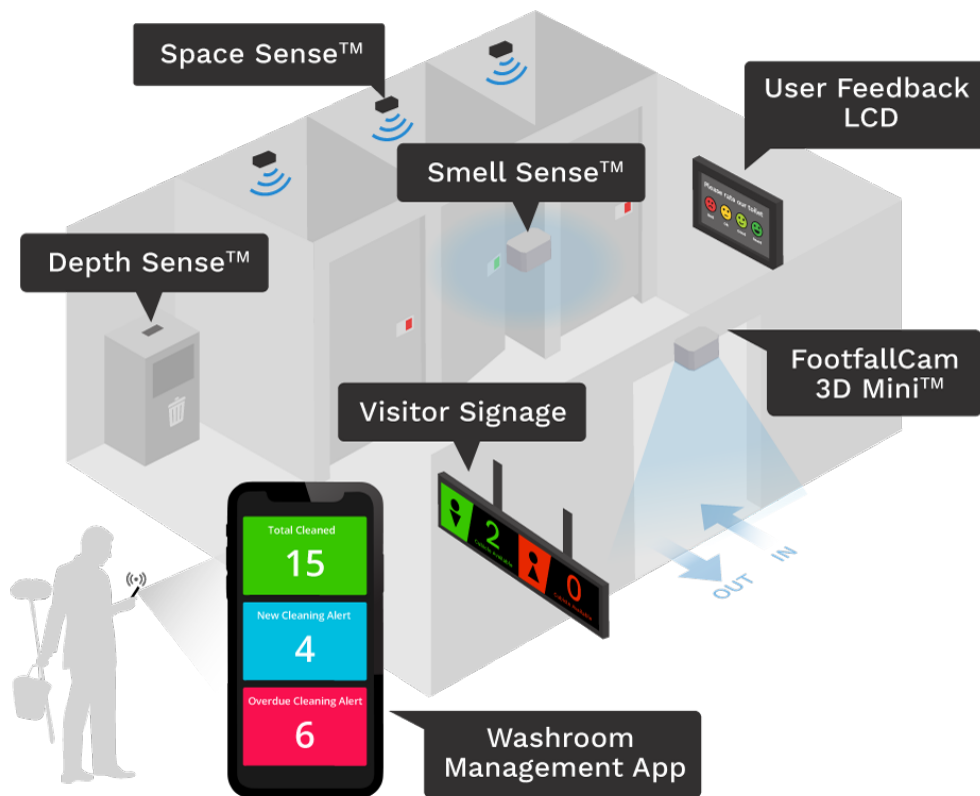
- Connect wirelessly to FootfallCam counters via [Zigbee](#) or [LoRa](#)
- Hardware options:
 - i. FootfallCam Authorised Sensors, or
 - ii. Any outsource smart meters
- Track **water usage** for each area
- Detect water **leakage**



[Smart Water Meter Sensor](#)

Use Case #9: Smart Washroom Management

Demand-based Cleaning Schedules - *FootfallCam 3D Mini™* sensors can detect the number of people entering and exiting the washroom, send cleaning requests wirelessly to cleaners via *Washroom Management App*.



Demand-based Cleaning

Crews get accurate information about cleaning needs via wireless cleaning notification alert which can lead to improve the efficiency for janitorial services.

Measure SLA and Auditable Cleaning Fee

Identify the cleaning service KPI with over-cleaned or under-cleaned which able to optimize the cost of maintenance.

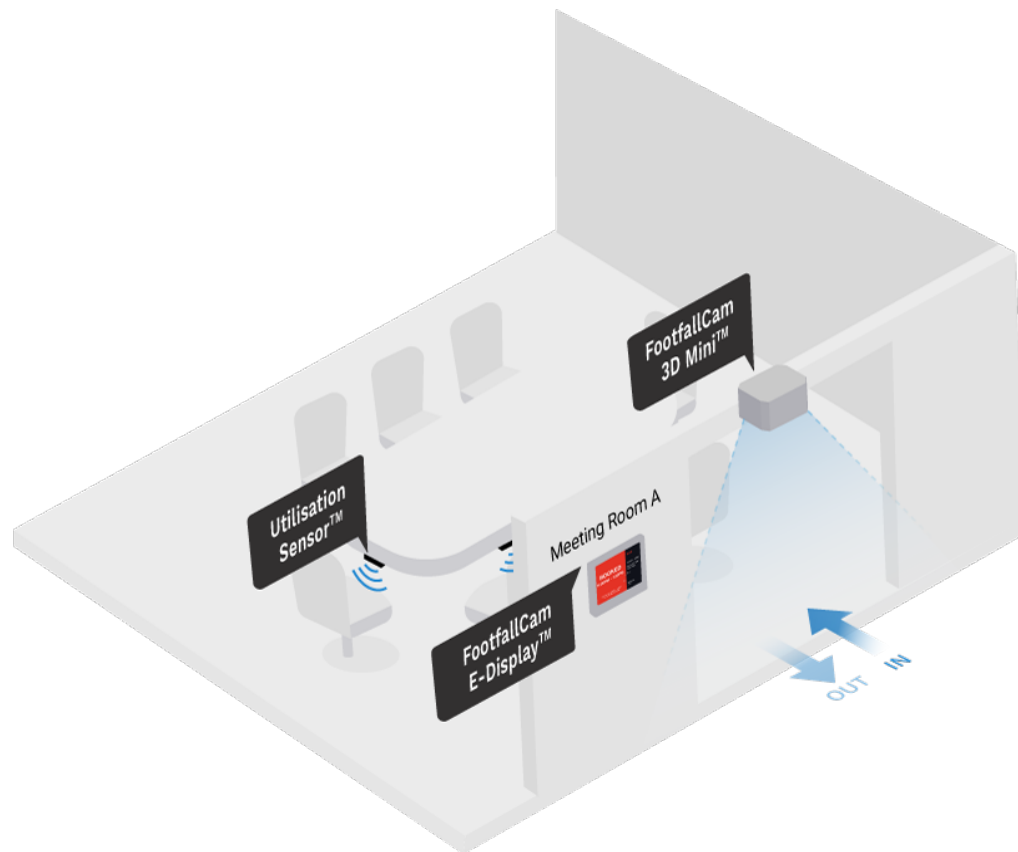
Improve User Experience

A reliably serviced building is a far more welcoming place for its occupants.

Watch how it works: <https://youtu.be/iE4f15g5-TE>

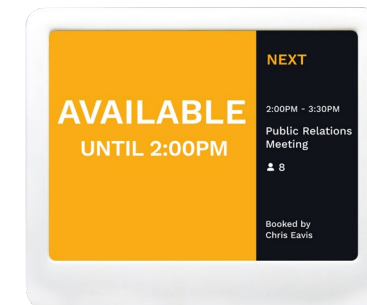
Use Case #10: Meeting Room Booking

Employees can book a meeting room ahead of time for group discussion via their mobile app. **FootfallCam RoomTag™** will be placed outside the meeting room to indicate the availability of a room.



Watch how it works: <https://youtu.be/fztYYyTV2TA>

- **E-paper** Display, cost effective
- Wirelessly connect to FootfallCam counters via **Radio Frequency** (RF)
- **Minimize time spent** searching for an available workspace
- **On-the-spot room booking** via QR code
- Display the availability of meeting rooms in **real-time**
- Analyze the low and high usage period based on the historical trend



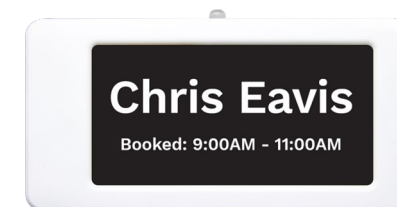
FootfallCam RoomTag™

Use Case #10: Desk Booking

Employees may also book a desk for group discussion or hot-desking via their mobile app. **FootfallCam DeskTag™** will be placed on the tabletop to indicate the availability of a desk.



- **E-paper** Display, cost effective
- Wirelessly connect to FootfallCam counters via **Radio Frequency** (RF)
- **Minimize time spent** searching for an available workspace
- Display the availability of vacant desks in **real-time**
- Allocate employees to commonly used facilities and eliminate unused areas to **save operating costs**
- **Group booking in advance** for collaborative work

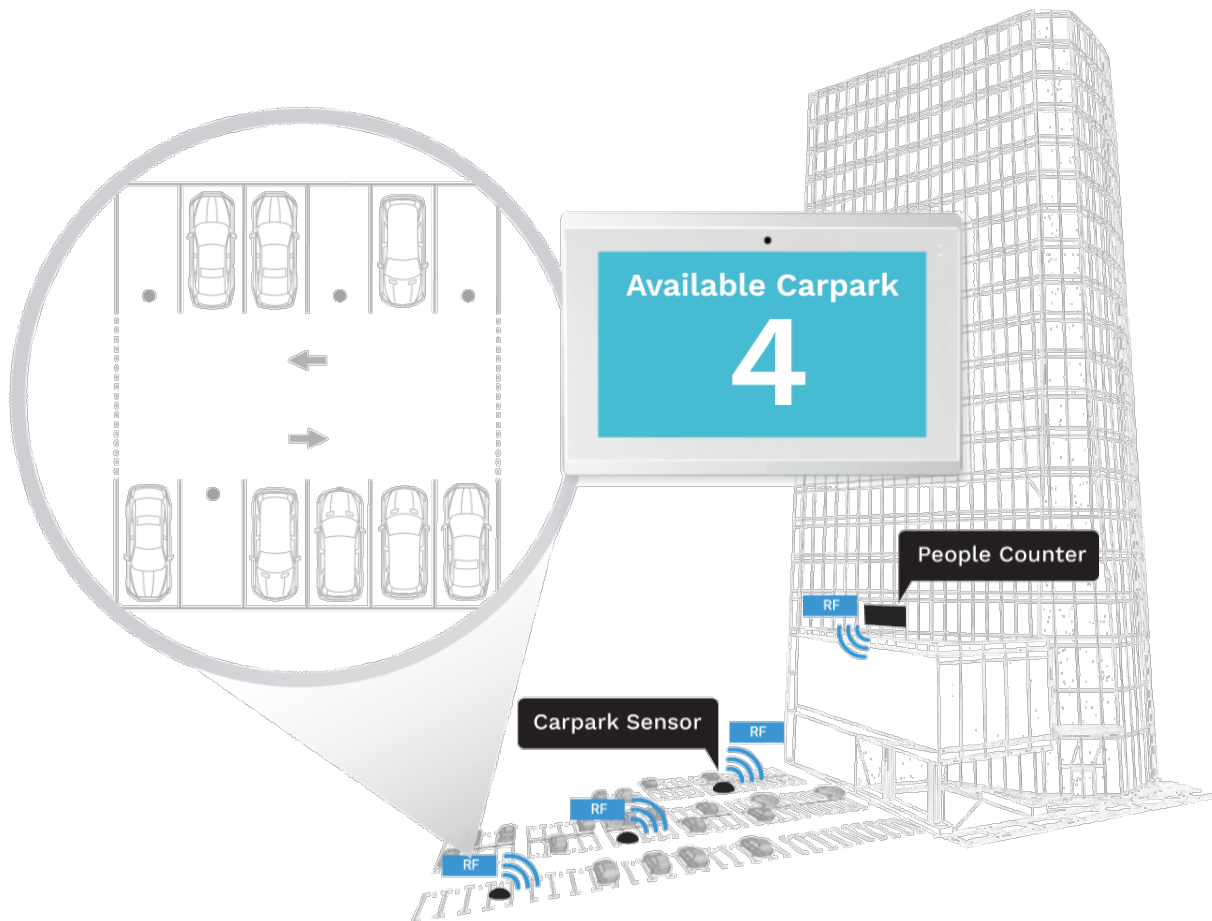


FootfallCam DeskTag™

Watch how it works: <https://youtu.be/ww-Jsgv2p-l>

Use Case #11: Smart Carpark Management

Launching [FootfallCam Car Detector](#) in Q1 2022, it helps to detect the usage of carpark, display the availability of vacant carpark in [real-time](#), and enable active parking management such as searching and reservation.

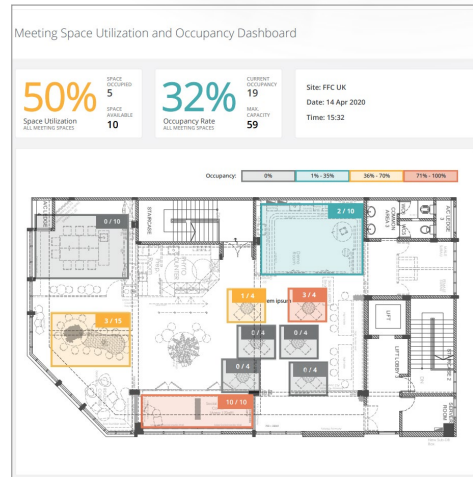


- Using **Magnetometer** and **Radar** for vehicle detection
- Up to 98% accuracy
- Wirelessly connect to FootfallCam counters via **Radio Frequency** (RF)
- Battery operated
- **IP67** - Sturdy and waterproof casing



FootfallCam Car Detector

Analytic Reports for Targeted Functions



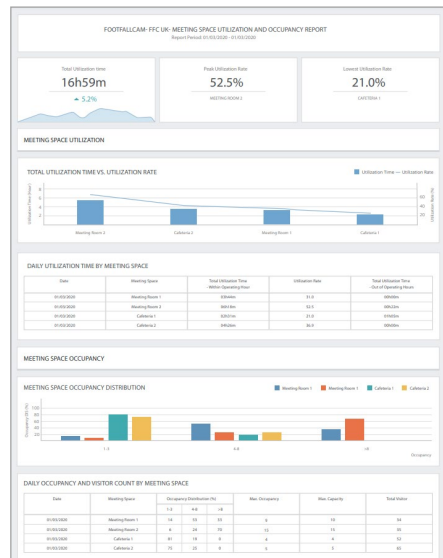
#1 Meeting Space Utilization and Occupancy Dashboard

Track the utilization rate and occupancy in different facilities

Key Questions:

- Which facility is nearly fully occupied (71-100%)? Which facility is having low utilisation rate (1-35%)?
- Should facility manager enable access to more meeting spaces to avoid overcrowding?
- What is the occupancy rate of each floor in the building? Should the employees consider using other floors for better social distancing compliance?

View report [here](#).



#2 Meeting Space Utilization and Occupancy Report

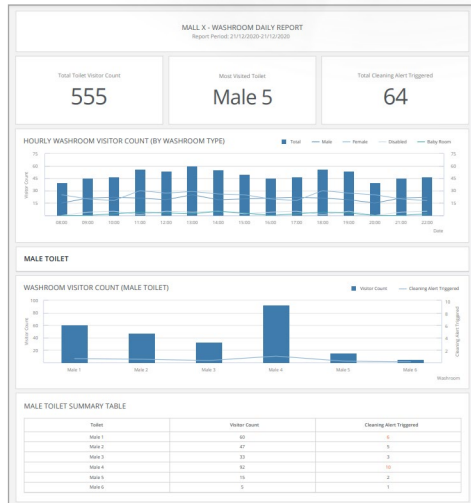
Overview of the utilization rate and occupancy in the entire facility

Key Questions:

- Which facilities are having the highest/lowest utilization rate?
- Is there any facilities being under-utilized/over-utilized?
- Are the facilities being used during out-of-hour periods? Should the management look into extending the operating hours?

View report [here](#).

Analytic Reports for Targeted Functions



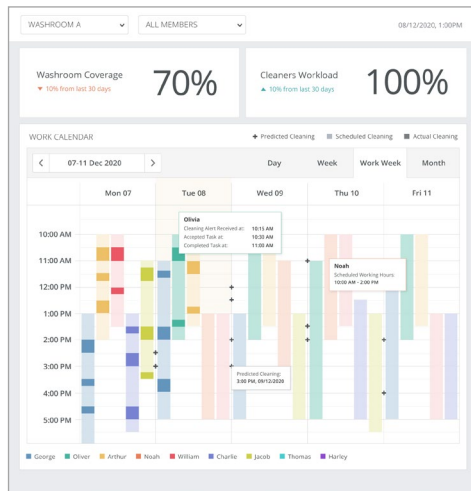
View report [here](#).

#3 Washroom Daily Report

Measure washroom usage for demand-based cleaning

Key Questions:

- Which hour of the day has the highest hourly washroom usage? Do I have enough cleaners on standby during that period?
- How many times was the cleaning alert triggered in a particular time range?
- Which washroom has the highest usage? Should I allocate more cleaners to be on standby for that washroom?



View report [here](#).

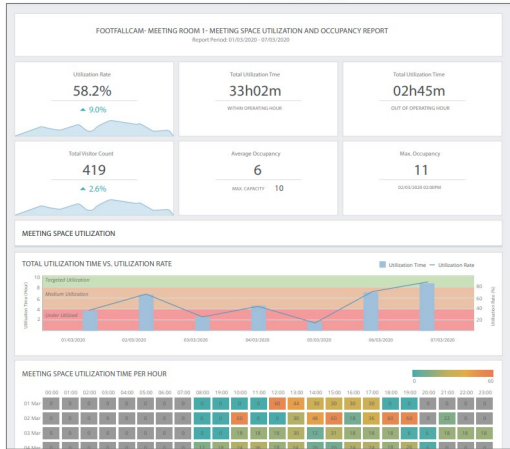
#4 Washroom Management Dashboard

Plan your cleaners' schedule effectively using predictive analysis

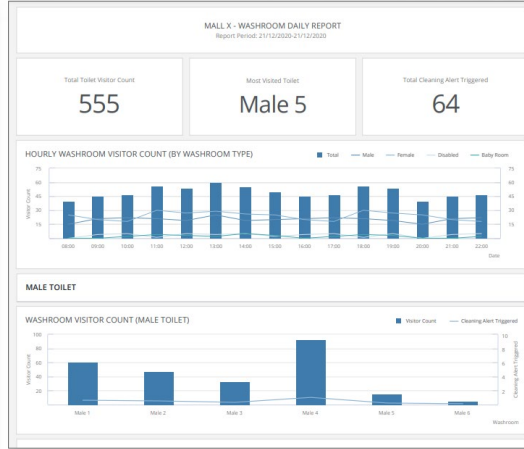
Key Questions:

- When did the cleaners washed the toilet during their shift?
- Based on the previous cleaning hours, when should the cleaners be on standby in the future?
- Was the cleaning schedule enough to cover all washrooms? Should there be any changes in the schedule to improve washroom coverage?
- Were the cleaners' workload fully utilized? Should there be any changes in the schedule to increase/reduce their workload?

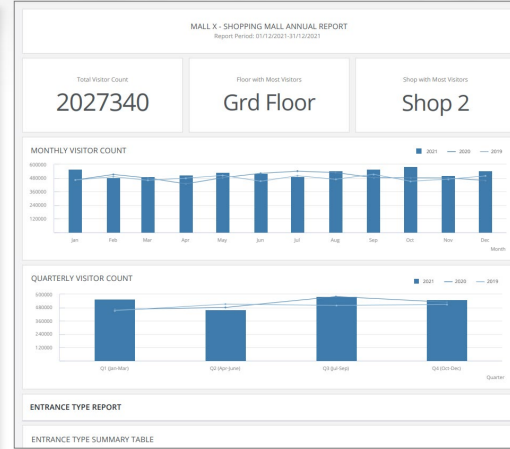
Reporting Suite



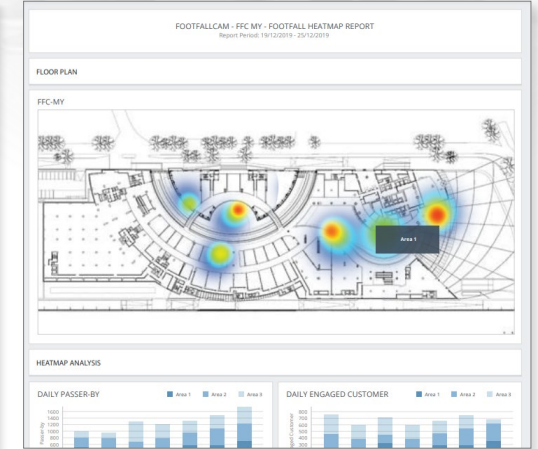
[Meeting Space Utilization Report](#)



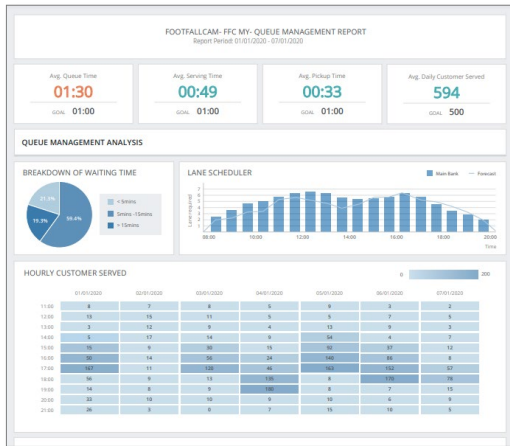
[Washroom Daily Report](#)



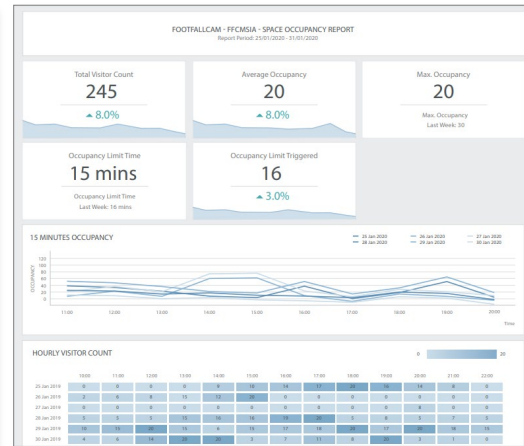
[Shopping Mall Annual Report](#)



[Heatmap Report](#)



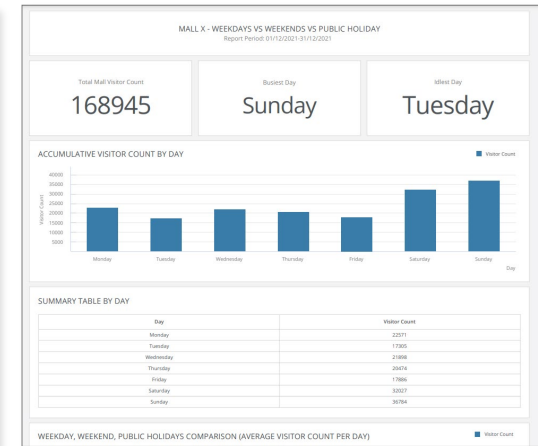
[Queue Management Report](#)



[Space Occupancy Report](#)



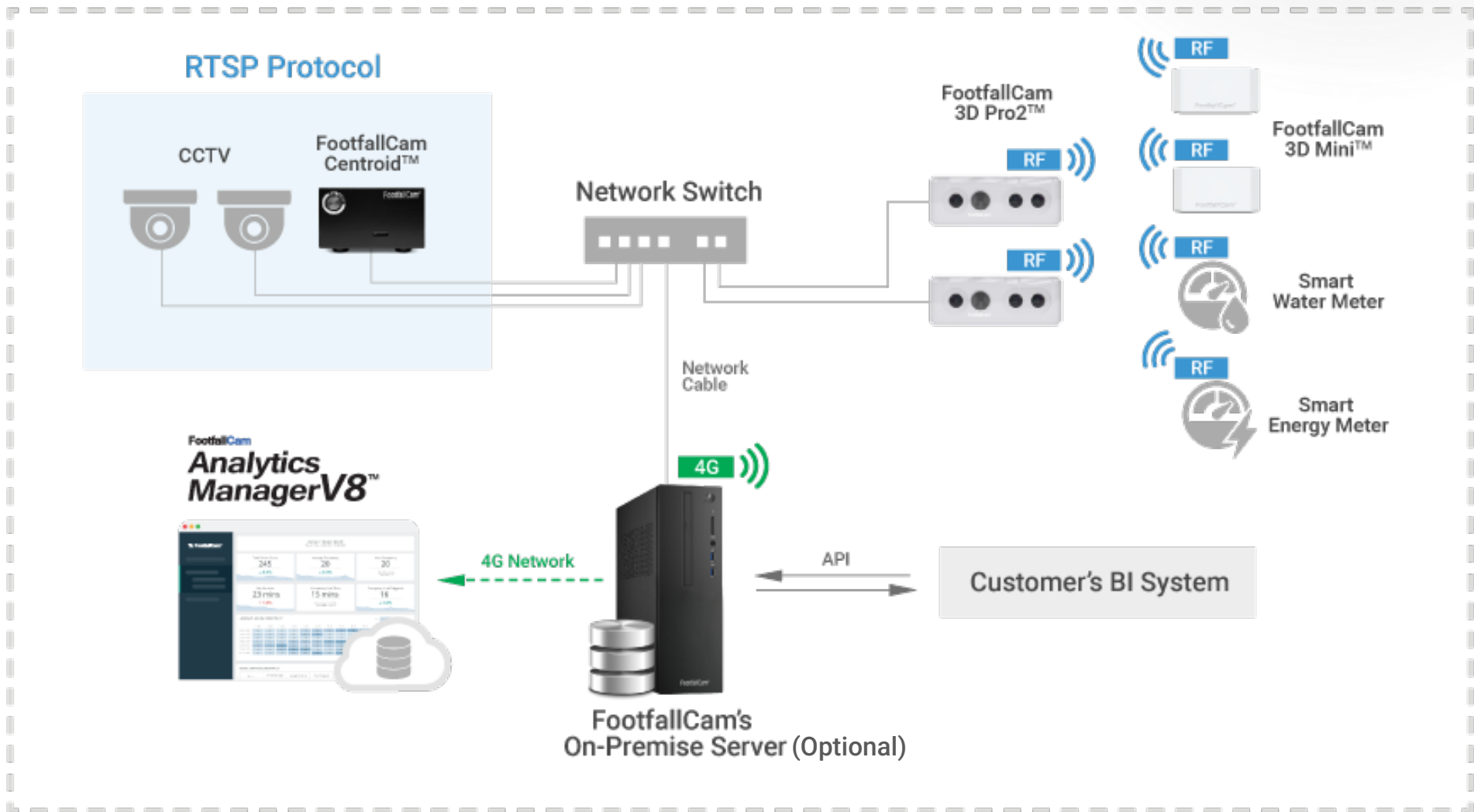
[Open Space Occupancy](#)



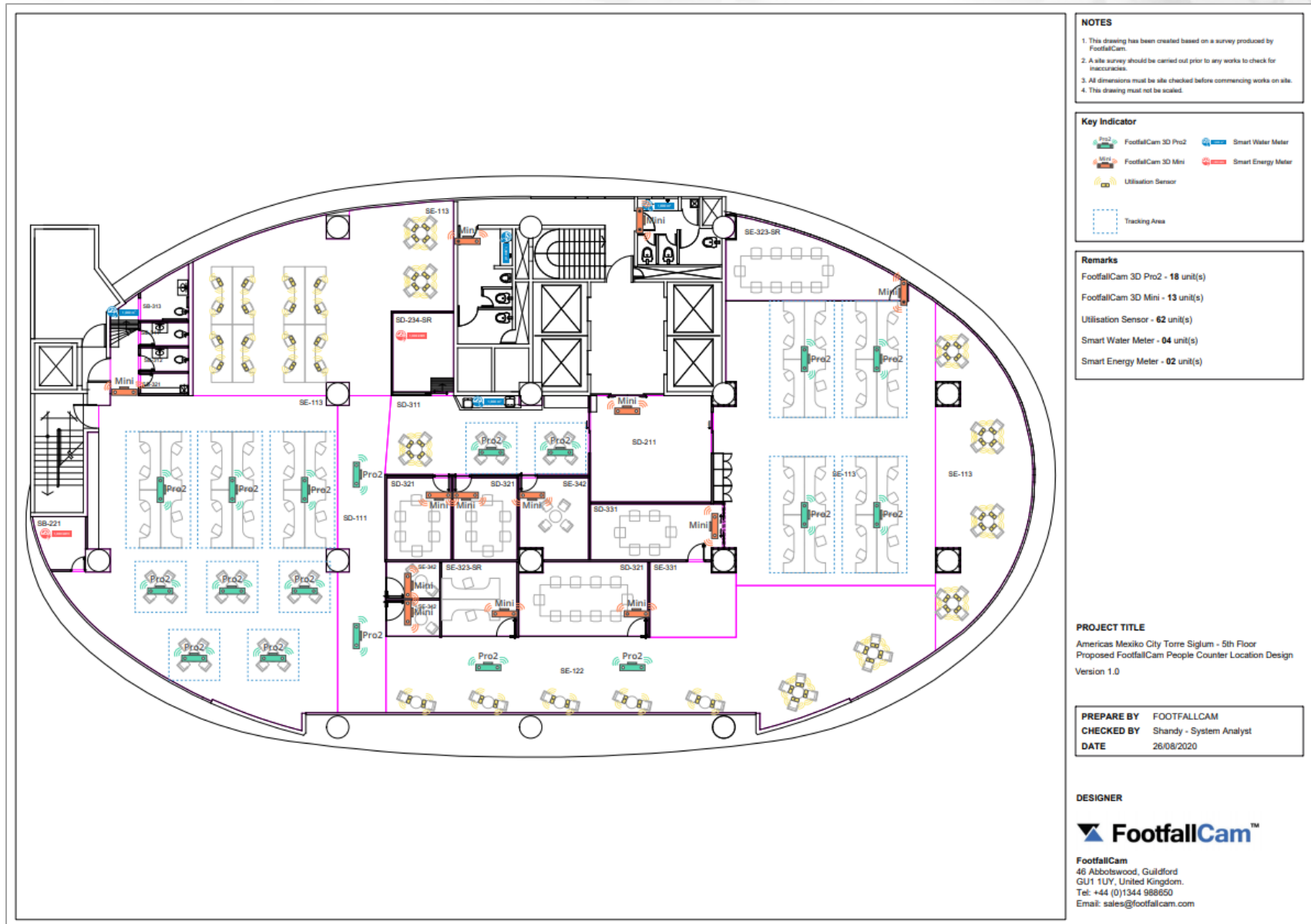
[Weekday vs. Weekend](#)

FootfallCam Network Connectivity

FootfallCam's Dedicated Network



FootfallCam System Design – Sample Floorplan



FootfallCam Sample Floorplan Design [here](#)

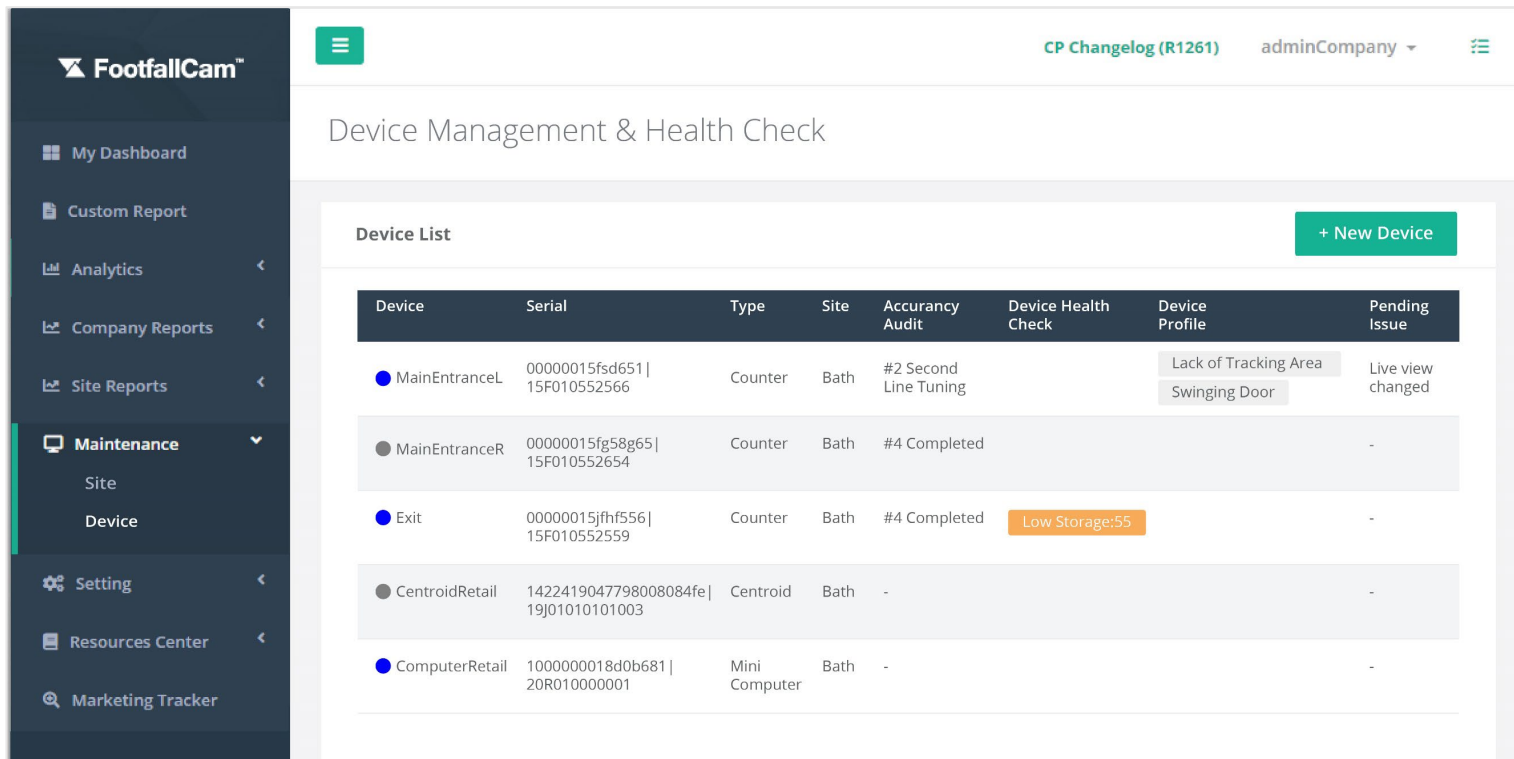
FootfallCam Device Management

The screenshot displays the FootfallCam Device Management interface. The top navigation bar includes the FootfallCam logo, a menu icon, and user information: CP Changelog (R1261) and adminCompany. The main content area is titled 'Device' and features a 'Save' button, a 'Cancel' button, and a 'Delete Device' button. The interface is divided into two main sections: 'Device Info' and 'Health Check'. The 'Device Info' section lists various attributes: Device Name (Branch GPIO Notification Alert), Serial (15F010156895 | 000000df5v4d21), MAC Address (b8:27:eb:30:a4:dc), Mounting Height (Lens) (3.5m (100°)), Firmware (3.4.0 (Upgrade)), Last Allocation Date (2019-Dec-27 15:12), and Warranty (Within Warranty, Expires on 2020-Aug-20). The 'Health Check' section shows Network Status (Offline since 2020-Jun-21 16:55), Device Health Check (Low Storage < 50mb, High Temperature : 80 c), Device Profile (Swinging Door), Pending Issue, Pending Action, and Notes for customer. Below these sections, there are tabs for Settings & IT Details, Accuracy Audit, Floor Plan, Related Ticket(s), and Internal Workspace. The 'Accuracy Audit' tab is active, showing Stage (#2 First Line Tuning), SLA (2 Day(s)), Tuned (2019-Dec-29 12:55 (View Report)), Notes for Customer, Reverification Approval (2019-Oct-12 10:08), and Approval Reason (Store Layout Changed). A 'Schedule Video' button is located at the bottom of the Accuracy Audit section.

- Designed to manage large number of counters
- Collects data from all counters and centralizes them in a single place
- Fully manage FootfallCam sensors
- Easily **add and remove** counters from your account
- Edit configurations remotely without going on-site
 - Branch ID
 - Counter ID
 - Number of sensors per branch,
 - Operating hours
 - Etc.

More details can be found [here](#)

FootfallCam Health Check



The screenshot displays the 'Device Management & Health Check' interface. It features a sidebar with navigation options like 'My Dashboard', 'Custom Report', 'Analytics', 'Company Reports', 'Site Reports', 'Maintenance', 'Setting', and 'Resources Center'. The main content area shows a 'Device List' table with columns for Device, Serial, Type, Site, Accuracy Audit, Device Health Check, Device Profile, and Pending Issue. A '+ New Device' button is located at the top right of the table.

Device	Serial	Type	Site	Accuracy Audit	Device Health Check	Device Profile	Pending Issue
● MainEntranceL	00000015fsd651 15F010552566	Counter	Bath	#2 Second Line Tuning		Lack of Tracking Area Swinging Door	Live view changed
● MainEntranceR	00000015fg58g65 15F010552654	Counter	Bath	#4 Completed			-
● Exit	00000015jfhf556 15F010552559	Counter	Bath	#4 Completed	Low Storage:55		-
● CentroidRetail	1422419047798008084fe 19J01010101003	Centroid	Bath	-			-
● ComputerRetail	1000000018d0b681 20R010000001	Mini Computer	Bath	-			-

- **Monitor** if all sensors are connected and counting.
- **Scheduled daily checks** at a pre-defined time
- Display counters that are offline for more than 30 mins
- Send **automated email alert** to person-in-charge detailing any faults found
- Proactive yet manageable approach
- Detects issues such as:
 - Network issue or failures
 - Abnormal data alert
 - Counting data and Wi-Fi data upload checking

FootfallCam Rule Engine

Name	Active
Company - Weekly Footfall Report	<input checked="" type="checkbox"/>
Site - Daily Space Occupancy Report	<input checked="" type="checkbox"/>
Site - Live Occupancy Threshold Breached Alert	<input checked="" type="checkbox"/>
PA System - Live Occupancy Threshold Breached	<input checked="" type="checkbox"/>
Site - GPIO Notification Alert	<input checked="" type="checkbox"/>
Washroom Cleaning Alert	<input checked="" type="checkbox"/>
Instant Device Offline Alert	<input checked="" type="checkbox"/>

[FootfallCam Rule Engine - List View](#)

Rule

Rule Name: Branch GPIO Notification Alert

Type: Scheduled Event Triggered Event

Active:

Trigger Condition

Trigger Event: On Update of Metrics

Trigger Condition: When SO01L with Site is Greater Than Threshold 2

Output Condition

Gateway: GPIO Driver

Recipient(s): GPIO Notification Alert

[FootfallCam Rule Engine - Settings](#)

- 500+ different **rule templates**
- Customised rules using Python, interface with:
 - FootfallCam raw data, or
 - Aggregated metrics
- **Automatic notification** via SMS, Emails, FootfallCam Watch, Android and iOS Apps

Account Management

Individual user accounts can be setup for team members and assign access rights accordingly.

Account Type	Description	Example
Admin	Can create more accounts and remove unwanted accounts.	CEOs are able to restrict the store managers' access to certain data metrics.
User	Limited access in account creation and removal.	Store managers are only allowed access to their own store's data.

User Accounts ²

Add User

Users	Account Type	Email	Last Login	Delete User
Joules	admin	marcin.klosok@joules.com	4/16/2020 5:44:14 AM	
Marcin Klosok	admin	Marcin.Klosok@joules.com	4/2/2020 10:38:30 AM	✕
Jeannette Copeland	user	Jeannette.Copeland@joules.com	6/21/2017 8:15:58 AM	✕
Ben Warren	admin	Ben.Warren@joules.com	2/20/2020 11:22:57 AM	✕
Marc Dench	user	Marc.Dench@joules.com	9/7/2017 8:49:57 AM	✕
Lindsey	user	Lindsey.Rowley@joules.com	1/29/2018 3:26:43 PM	✕
JamesH	admin	james.hollingsworth@joules.com	8/3/2019 10:22:21 AM	✕
Jody Bwye	user	jody.bwye@joules.com	10/5/2018 4:46:27 PM	✕
Lauren	user	Lauren.Peace@joules.com	3/4/2019 12:25:47 PM	✕
Jess Welsh	user	Jess.Welsh@joules.com	1/1/1970 12:00:00 AM	✕
Kelly Perkins	user	Kelly.Perkins@joules.com	10/8/2018 5:09:33 PM	✕
James Oneill	admin	james.oneill@joules.com	1/30/2019 10:17:04 AM	✕
Alex Kirk	admin	Alex.Kirk@joules.com	11/13/2018 3:02:23 PM	✕
Chris Sutton	admin	chris.sutton@joules.com	4/14/2020 4:06:28 PM	✕
Tejal Chandarana	admin	Tejal.Chandarana@joules.com	3/11/2019 10:59:12 AM	✕
Nick Weare	admin	Nick.Weare@joules.com	4/14/2020 4:05:56 PM	✕
Danie Earl	admin	danie.l.earl@joules.com	2/17/2020 2:26:20 PM	✕
Richard Sortwell	admin	Richard.Sortwell@joules.com	1/1/1970 12:00:00 AM	✕

Add New Account

Account Type

User

Site

Available

155 - ABERSOCH
10 - ALDEBURGH
92 - ALDEBURGH LITTLE
171 - ALNWICK
173 - AMBLESIDE
26 - AMERSHAM
147 - ASHBOURNE
213 - Ashford
218 - Banbridge
148 - BARNSTAPLE
216 - Basinstoke

Accessible by this account

85 - ABERDEEN

Page Access

Available

Accessible by this account

My Dashboard
Analytics Center
Weekly
Daily
Issue Tracker
Sites
Export
Weekly
Daily
Sales Weekly
Sales Daily

Maintaining Data Integrity

The [Data Integrity Report](#) allows users to monitor data discrepancies and site changes. For example:

1 Site Summary for the last 14 days

No. of Visitor (IN)	No. of Visitor (OUT)	Discrepancy (%)
8,888	8,888	0.00

Discrepancy (%)
0.00

0% in Discrepancy would mean that the counters are functioning ideally with high accuracy.

2 Site Detail for the last 14 days

Date	No. of Visitor (IN)	No. of Visitor (OUT)	Discrepancy (%)
SUN 01/12	1,000	1,000	0.39
MON 02/12	1,000	1,000	2.32
TUE 03/12	1,000	1,000	0.00
WED 04/12	1,000	1,000	32.26
THU 05/12	1,000	1,000	4.92
FRI 06/12	1,000	1,000	1.66
SAT 07/12	1,000	1,000	3.45
SUN 08/12	1,000	1,000	0.00
MON 09/12	1,000	1,000	1.44
TUE 10/12	1,000	1,000	16.67
WED 11/12	1,000	1,000	0.00
THU 12/12	1,000	1,000	2.56
FRI 13/12	1,000	1,000	1.51
SAT 14/12	1,000	1,000	21.88

16.67

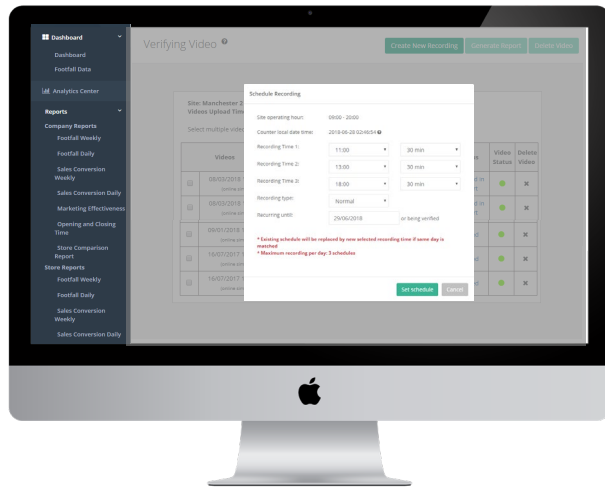
16.67% in Discrepancy would require sourcing out the root cause of this occurrence.

To recover the missing data, FootfallCam server will re-aggregate the raw data stored in counter level and store the re-aggregated data in the server. Hence, users can retrieve back the missing daily or hourly data so that macro trends will not be affected.

More information can be found [here](#).

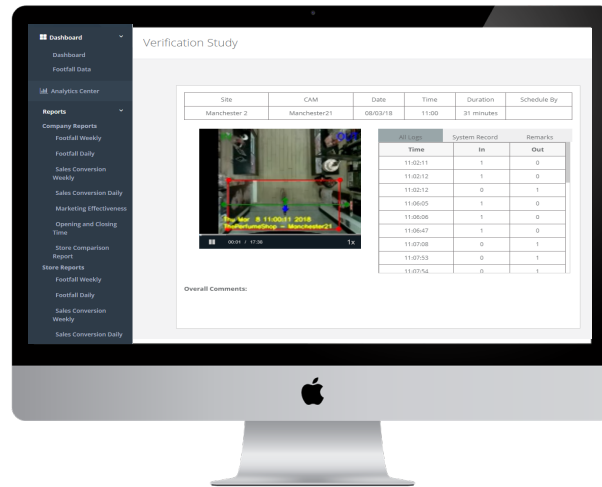
Accuracy Audit

How do we audit accuracy to ensure 95% and above counting accuracy?



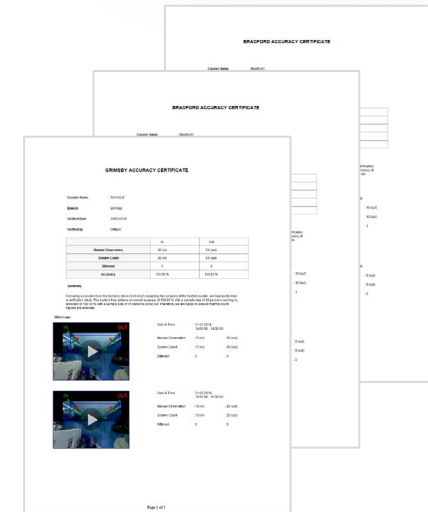
1 Schedule video recordings

Schedule video recordings of peak hours to ensure there is sufficient sample size (20 and above) for to audit the accuracy of the counter.



2 Compare system count and manual count

Compare the system count generated by the FootfallCam device against manual observations to determine the accuracy of the FootfallCam.



3 Generate verification report

Once there is sufficient sample size and the accuracy is satisfactory, a verification report with the video proof used in manual observation will be generated.

(Verification report: [Sample 1](#))

Built-in maintenance support portal

The one-stop support center for all FootfallCam Analytics Software users.

Any technical issues can be raised via the Support Portal and this will be assigned to a technical personnel accordingly.

The screenshot shows a 'Raise a Trouble Ticket' modal form. The form includes the following fields and options:

- Reported Device(s):** Radio buttons for 'Company level' (selected) and 'Device level'.
- Ticket Subject:** Text input field with placeholder 'Please input ticket subject'.
- Category:** Dropdown menu with 'Data Not Accurate' selected.
- When does it happen?:** Two text input fields separated by 'to'.
- Comment:** Text area for additional details.
- Attachment:** Link labeled 'Attach File'.
- CC:** Text input field for additional email addresses.
- Buttons:** 'Cancel' and 'Submit' buttons at the bottom right.

The background shows a 'Trouble Tickets' table with columns for Ticket #, Ticket Subject, and Category. Visible rows include:

Ticket #	Ticket Subject	Category
2002-32977	Counter Is Not Ready [FFC]	diff
1911-32286	Unable to contact SQL server	oth
1911-32221	Serial Number	No
1908-1328	Blue indicator for Northcote Rd	No
1906-0988	Trigger area	No
1906-0964	Data Not Accurate	No
1905-0597	Data Not Accurate	No
1905-0575	Missing Data	No

More information can be found [here](#).

Data Privacy and GDPR Exemption

Low-Resolution Video Image (320 x 240)



3D Depth Map



- Counters installed downwards facing the ground – does not capture the entirety of the customer & unable to pick up facial features.
- Videos are recorded only **for verification purposes** and **taken in low resolution**. The videos will be deleted once verification is completed.
- FootfallCam uses 3D depth map instead of video images for counting purposes – data collected are non-visual and are will not be able to be identify with any individuals.
- FootfallCam is **exempt from GDPR**. More information can be found [here](#).

Management Control

Users	Account type	Mail	Last access	Delete user
sampledemoaccount	admin	admin@exampleemail.com	05/20/2020 4:55:02	
IT Team	admin	it@exampleemail.com	01/01/1970 0:00:00	X
Site1	user	site1@exampleemail.com	01/01/1970 0:00:00	X

User Control

Company: Sample Company
Total Sites: 22 (step)
Total Counters: 19 (counters)

- Site 1 (1 counter)
 - Counters: Counter 1 (00000007017766715F010226398) (3.2.1) - Verified
- Site 2 (2 counters)
 - Counters: Counter 2 (00000007017766715F010226399) (3.2.1) - Verified
 - Counters: Counter 3 (00000007017766715F010226398) (3.2.1) - Verified
- Site 3 (1 counter)
 - Counters: Counter 4 (00000007017766715F010226377) (3.2.1) - Verified
- Site 4 (1 counter)
 - Counters: Counter 5 (00000007017766715F010226399) (3.2.1) - Verified
- Site 5 (1 counter)
 - Counters: Counter 6 (00000007017766715F010226378) (3.2.1) - Verified

Branch Control

User Group Name	Email	Edit
IT GROUP	user-1@footfallcam.com user-2@footfallcam.com	Edit
Report Group	user-2@footfallcam.com user-2@footfallcam.com user-2@footfallcam.com	Edit
IT	user-3@footfallcam.com	Edit

Email Scheduler

Required Fields	Available Fields in CSV File 11
Site Code	
Date / Time	
Total Transaction Qty	
Total Transaction Value	

Import/Export

Health Check and Maintenance Tools

DATA INTEGRITY REPORT
Saturday 29/02/2020
10:00 - 22:00

SITE LEVEL

Site Summary for the last 14 days

No. of Visitor (In)	No. of Visitor (Out)	Discrepancy (%)
2,534	2,479	2.17

Site Detail for the last 14 days

Date	No. of Visitor (In)	No. of Visitor (Out)	Discrepancy (%)
Sun 16/02	339	319	5.90
Mon 17/02	104	100	3.85
Tue 18/02	128	124	3.13
Wed 19/02	106	103	2.83
Thu 20/02	87	85	4.60
Fri 21/02	134	136	1.47
Sat 22/02	332	319	3.92
Sun 23/02	322	313	2.80
Mon 24/02	109	108	0.92
Tue 25/02	86	89	3.37
Wed 26/02	124	126	0.83
Thu 27/02	130	130	0.00
Fri 28/02	162	161	0.62
Sat 29/02	374	374	0.00

Data Integrity

Company Data Integrity Report
12/05/2020

SAMPLE COMPANY'S Data Integrity Report

Company Level Summary
Data Availability: 18 / 18 Site
19 / 19 Counter

Aggregate Data	OK	18 Site
Accuracy Issue	0	0 Site
Offline	0	0 Site
Tuning In Progress	0	0 Site

Categories	Issues	No. of Counters	Responsible
Offline	Device is working	0	FootfallCam
	Network Issue	0	Customer
	Cable Issue	0	Customer
	Device Cannot Boot Up	0	Customer
	Not In Use	0	-
	No Light	0	Customer
	Pending Customer Feedback	0	Customer
	Customer To Resolve	0	Customer
	Site Visit Required	0	Customer
	RFID Inactivation	0	FootfallCam

Company Data Integrity

Issue Tracker

19 counters found

Company: Sample Company
Total Sites: 18 (site)
Total Counters: 19 (counters)
Total Offline: 0 counters

Server Address: http://footfallcounter.com
Total Unverified: 0 counters
Scheduled Report Sent Status: 1/1
Total Issue Raised: FootfallCam to Action - Customer to Action

Counter	System Message	Action
0000000035465 15F010220557 (3.2.2)	Counter / Environment Constraint(s):	View Report

Issue Tracker

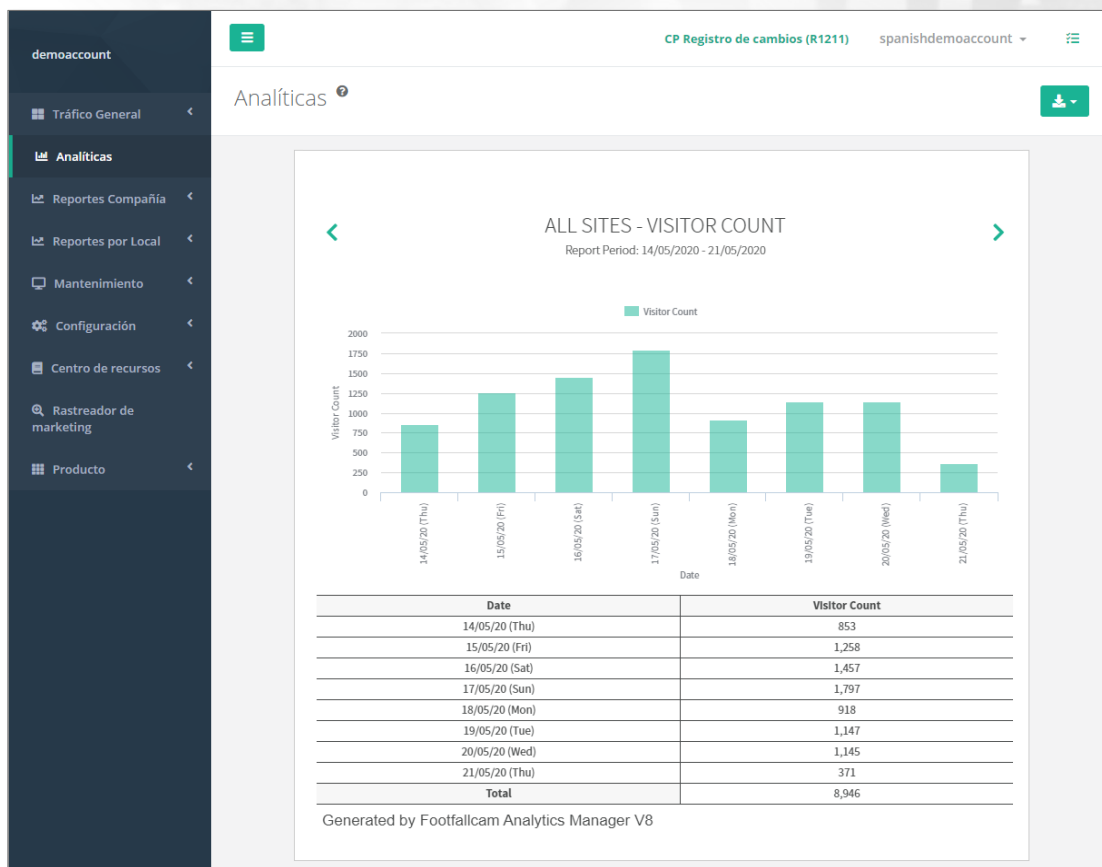
Trouble Tickets

FootfallCam Trouble Ticket

No ticket found

Support Portal

Enterprise Class Software



Multi-language Interface

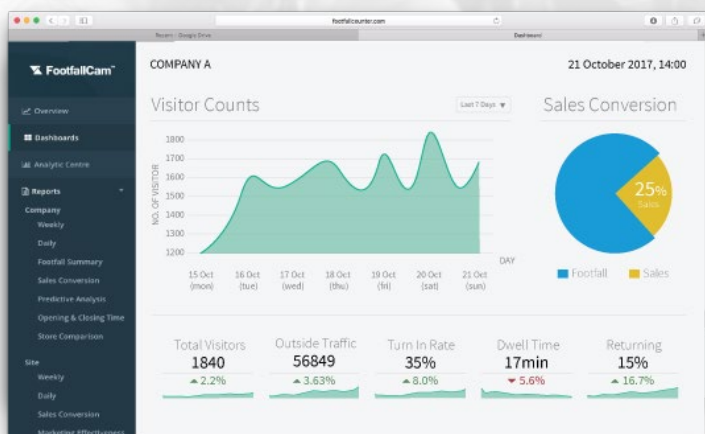
Different languages available such as:

- English
- Dutch
- Spanish
- French
- Italian
- German
- Arabic
- Japanese
- Chinese

Customise dashboard design

- FootfallCam will customize the language and images in the dashboard
- Provide us with the translated text and graphics, then we will help you handle the configuration

FootfallCam Analytic Manager V8™



Software Specifications

Interface	Http; Https
Compatible Browser	IE7 or Later Mozilla Firefox or Later Chrome Version 4.0 or Later Safari
User Levels	2 levels: Administrator, Standard User
Ethernet	10/100 Mb Ethernet
Time	NTP, Adjustable time zone, automatic day light saving adjustments
Data Delivery	TCP/IP
Database Type	SQLite
Report format	csv, .xml, .txt
Data Storage	5 Years storage with auto sync
Data Backup	Yes
Backup Frequency	Daily Full Backup of Data and Configuration Weekly Backup to Sub Server for Contingency Purpose
Software Version Upgrade	Auto Upgrade

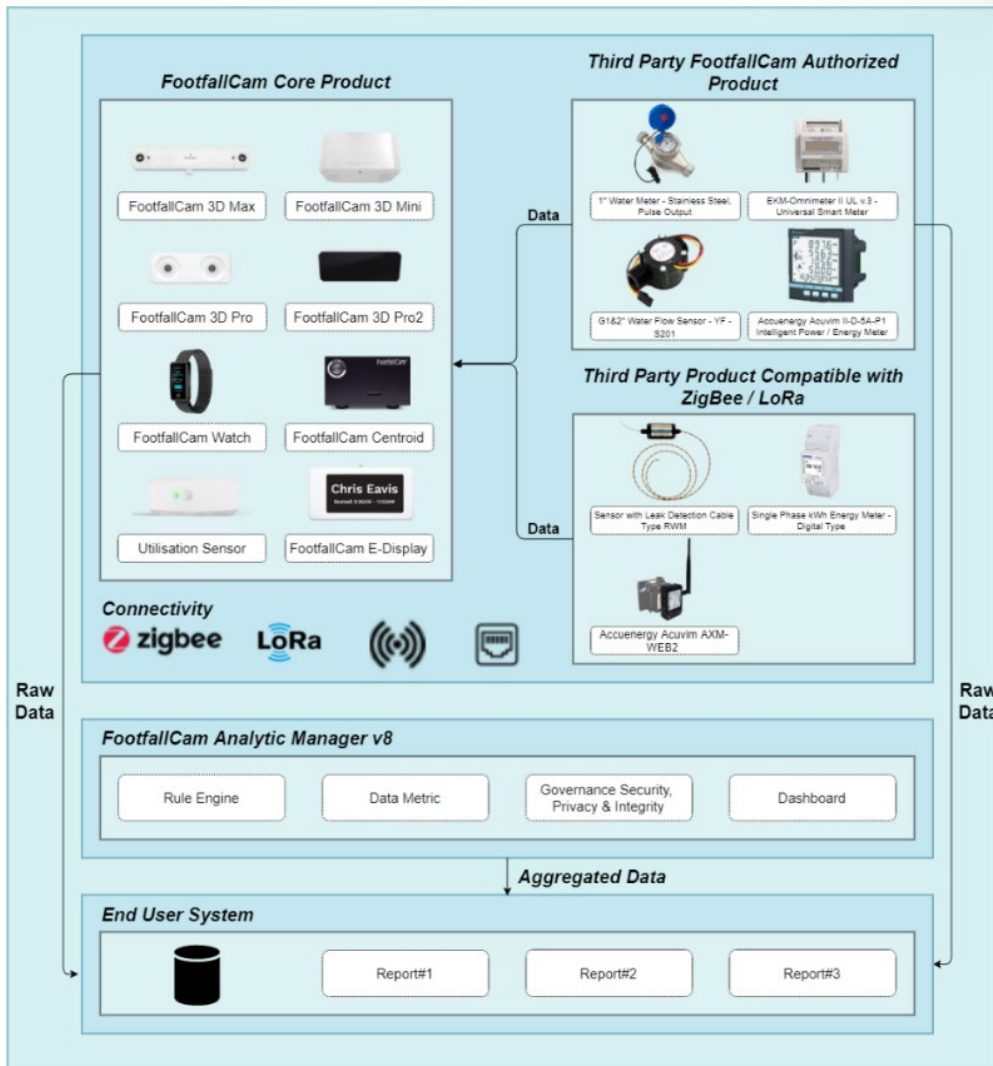
Functions:

- Staff alert if capacity limit is breached
- Centralized Management Analytics Software
- API Available for Data Integration
- Pre-defined Report Set
- Health Check Report
- User Account Management
- Automated Email Scheduler



Integration

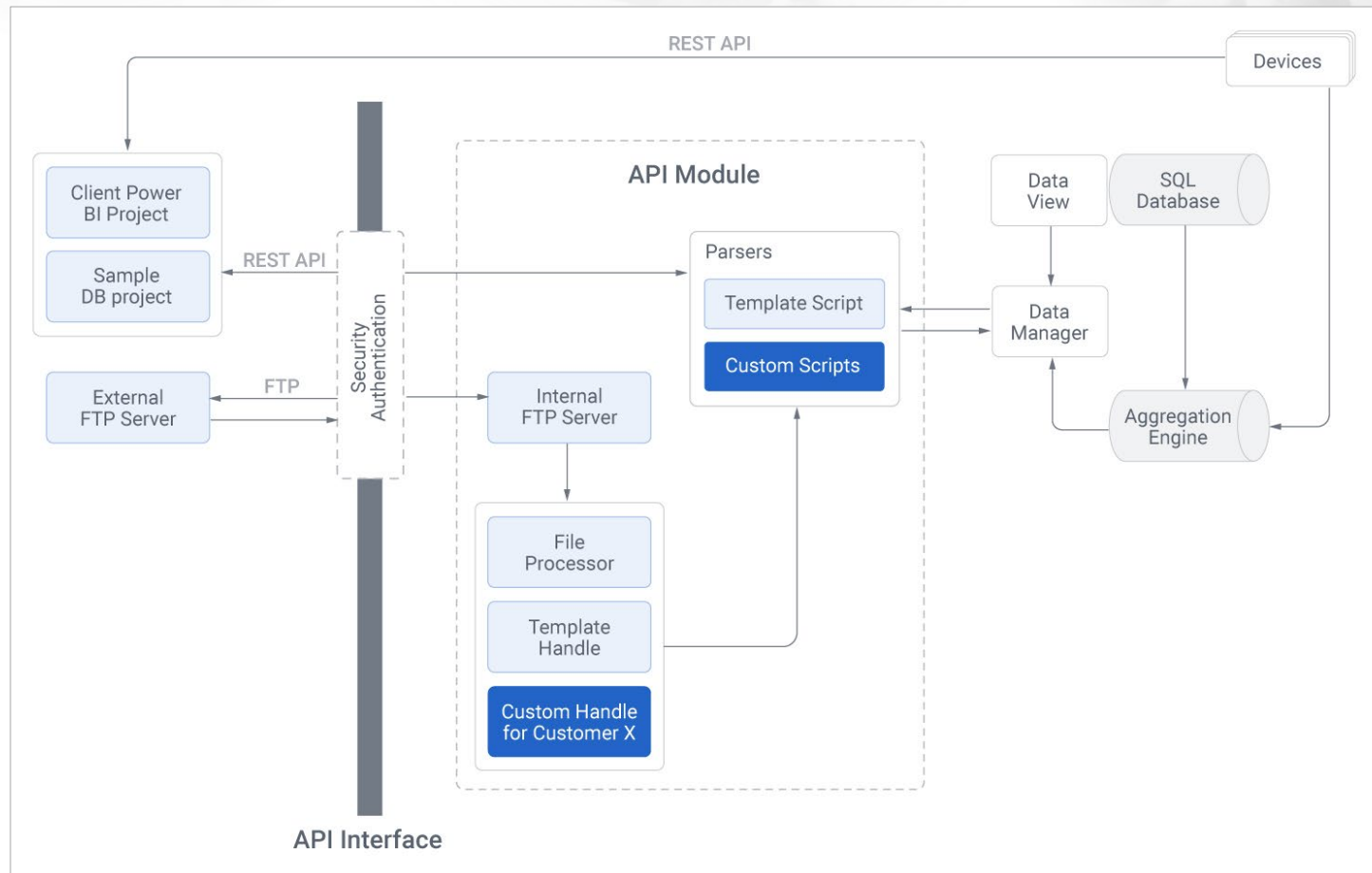
FootfallCam System Open Architecture



System Architecture

- FootfallCam supports:
 - Certified third-party smart sensors
 - **Zigbee** and **LoRa** compatible third-party smart sensors
- Can be hosted on FootfallCam Servers or hosted on clients' servers, as long as it is a FootfallCam Sensor with IoT gateway.
- Offers flexibility to work with a variety of smart sensors
- Dedicated FootfallCam specialist who will be responsible for integration

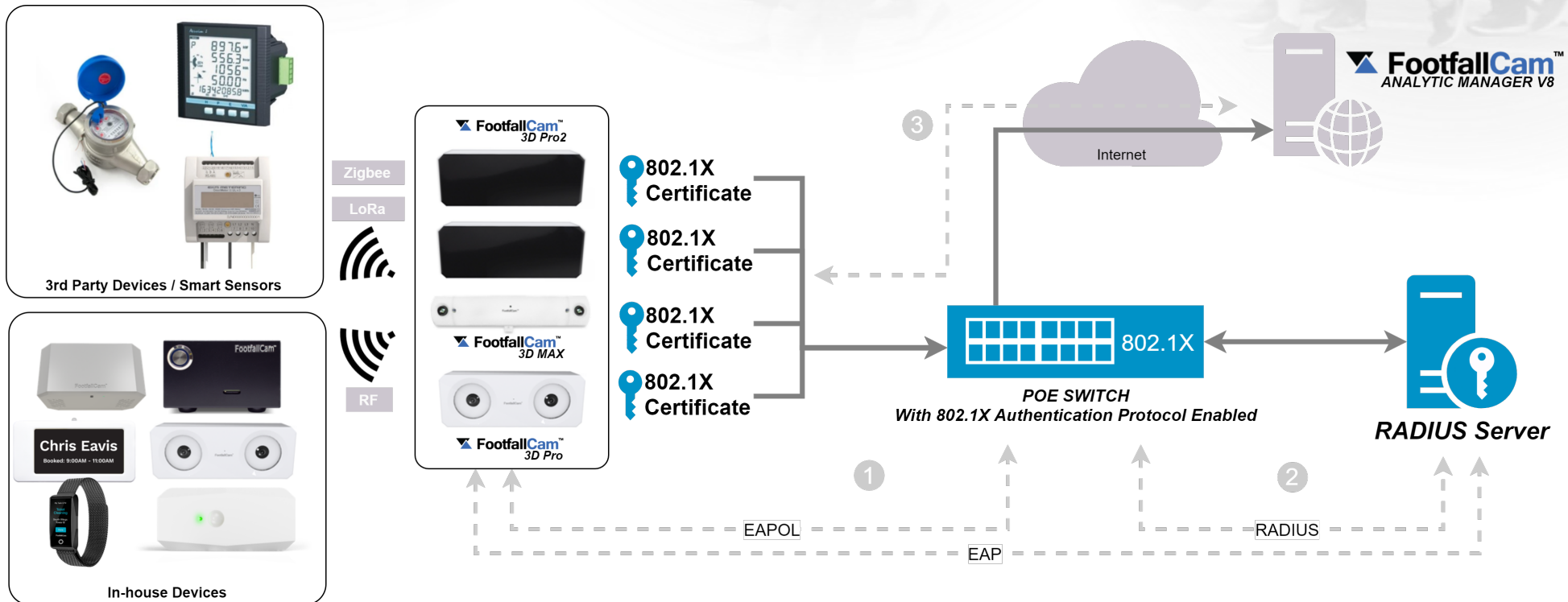
API: Integrate with your Applications



[FootfallCam API document](#)

- **Integrate** people counting data into third-party software platform or sample projects via API or FTP
- **Real-time** data retrieval
- Data in **aggregated** or **raw** format
- Allow **customised** scripts and handling for specific customer's project

System Security: IEEE 802.1x Certificate

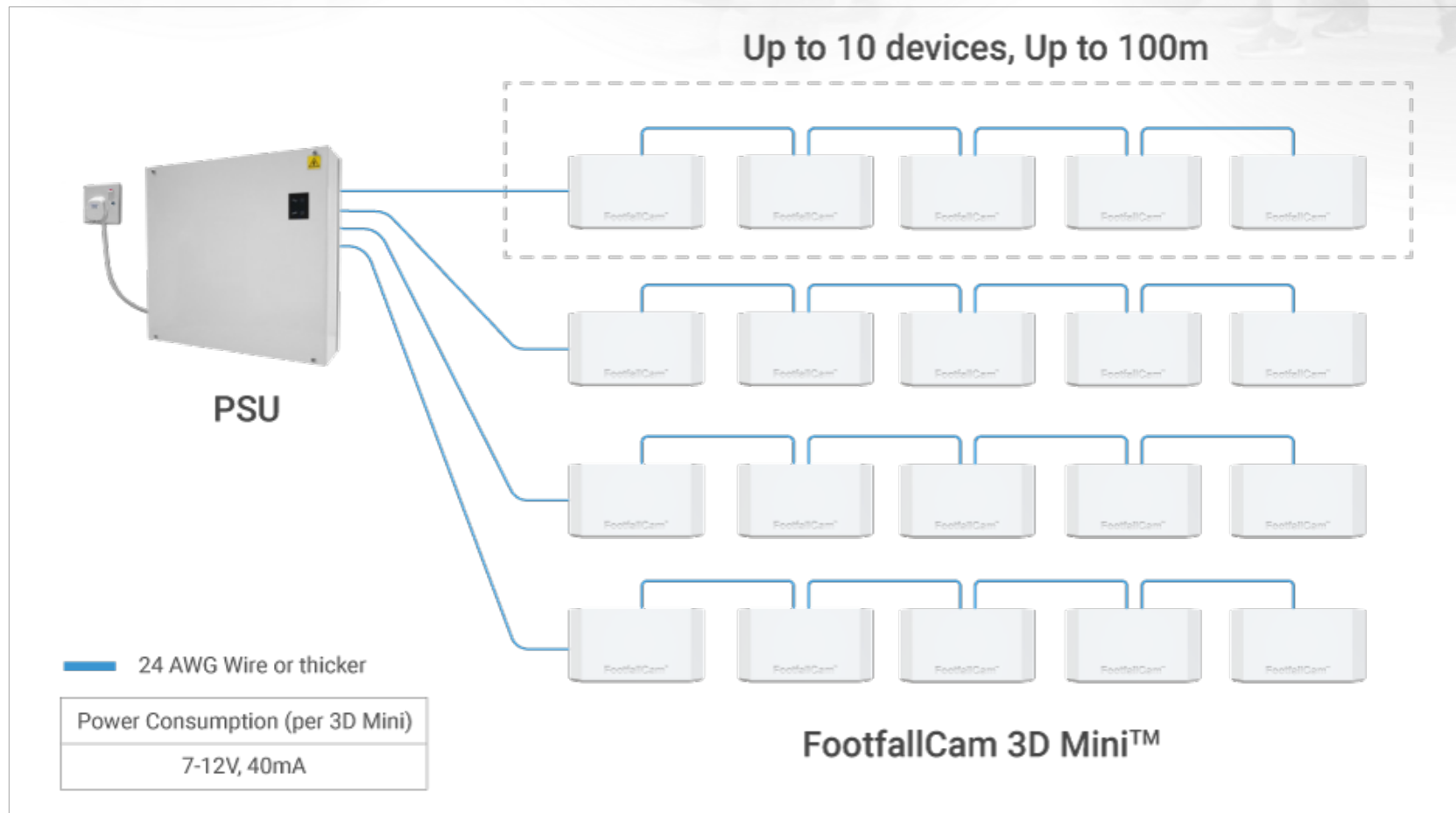


- FootfallCam™ Counters **supports IEEE 802.1x network authentication protocol**, allowing greater security for your own network environment while using our counters.
- **RADIUS Server (Authentication Server)** must be readily deployed, and a **PoE Switch with 802.1x enabled ports (Authenticator)** is required to interconnect and authenticate between our counters and the RADIUS Server.
- FootfallCam™ Counters (**Supplicants**), required to install **802.1x certificate**, generated by the RADIUS Server, to enable this security feature.



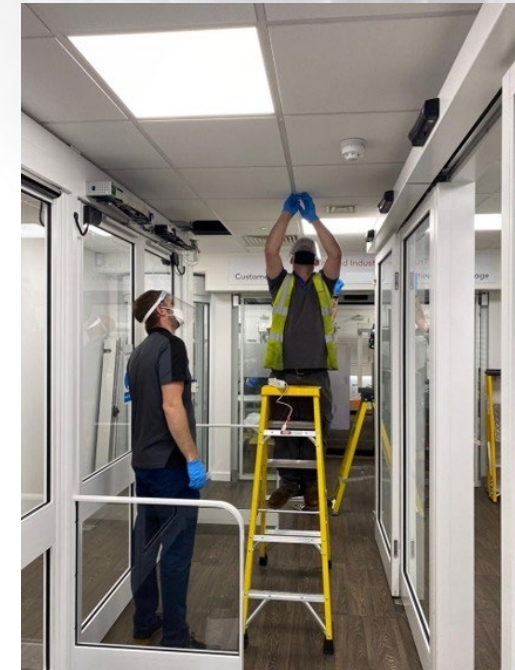
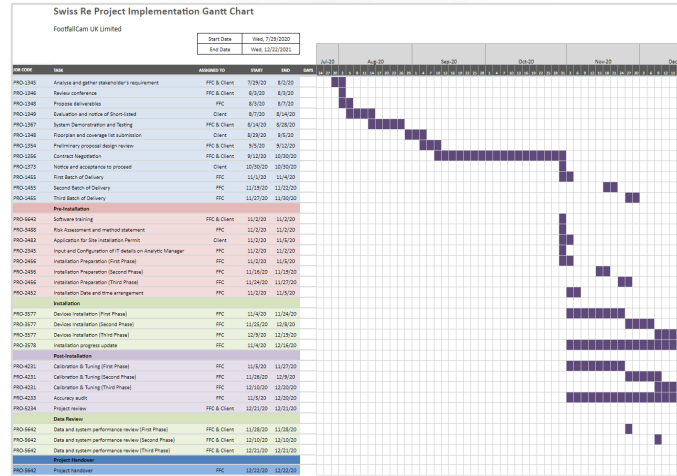
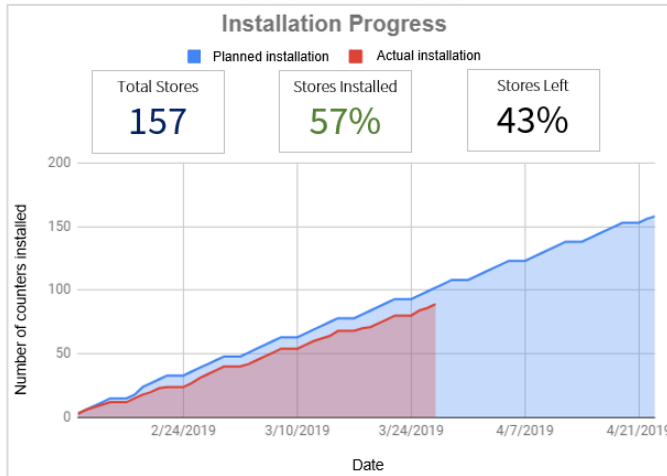
Deployment of the Solution

Wiring Diagram for FootfallCam 3D *Mini*™



- Support up to **10x daisy-chained** devices, up to **100m** for each channel of Power Supply Unit (PSU)
- **Cost effective**, reduce infrastructure cost
- **Low power consumption**, environmental-friendly

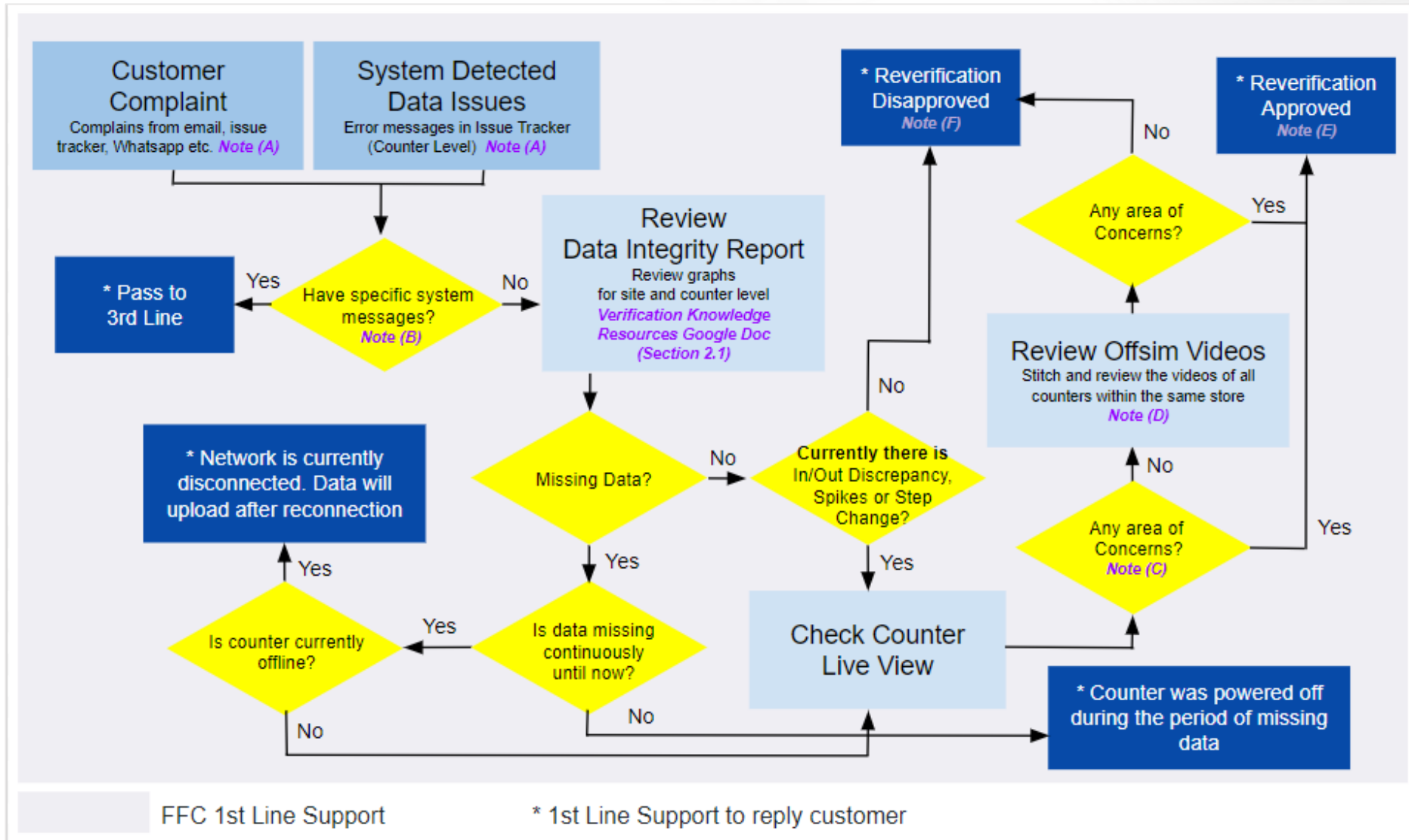
Deployment Process



- Manage installation progress using [Installation Tracker](#) with bi-weekly update
- Scope of work and timeframe included in [Gantt Chart](#)
- Estimated timeframe: 6 weeks
- 120 devices installed in 1 site
- Data validation to be done within 3 days after each installation
- Deployment executed concurrently in different countries

Reactive & Proactive Support Workflow

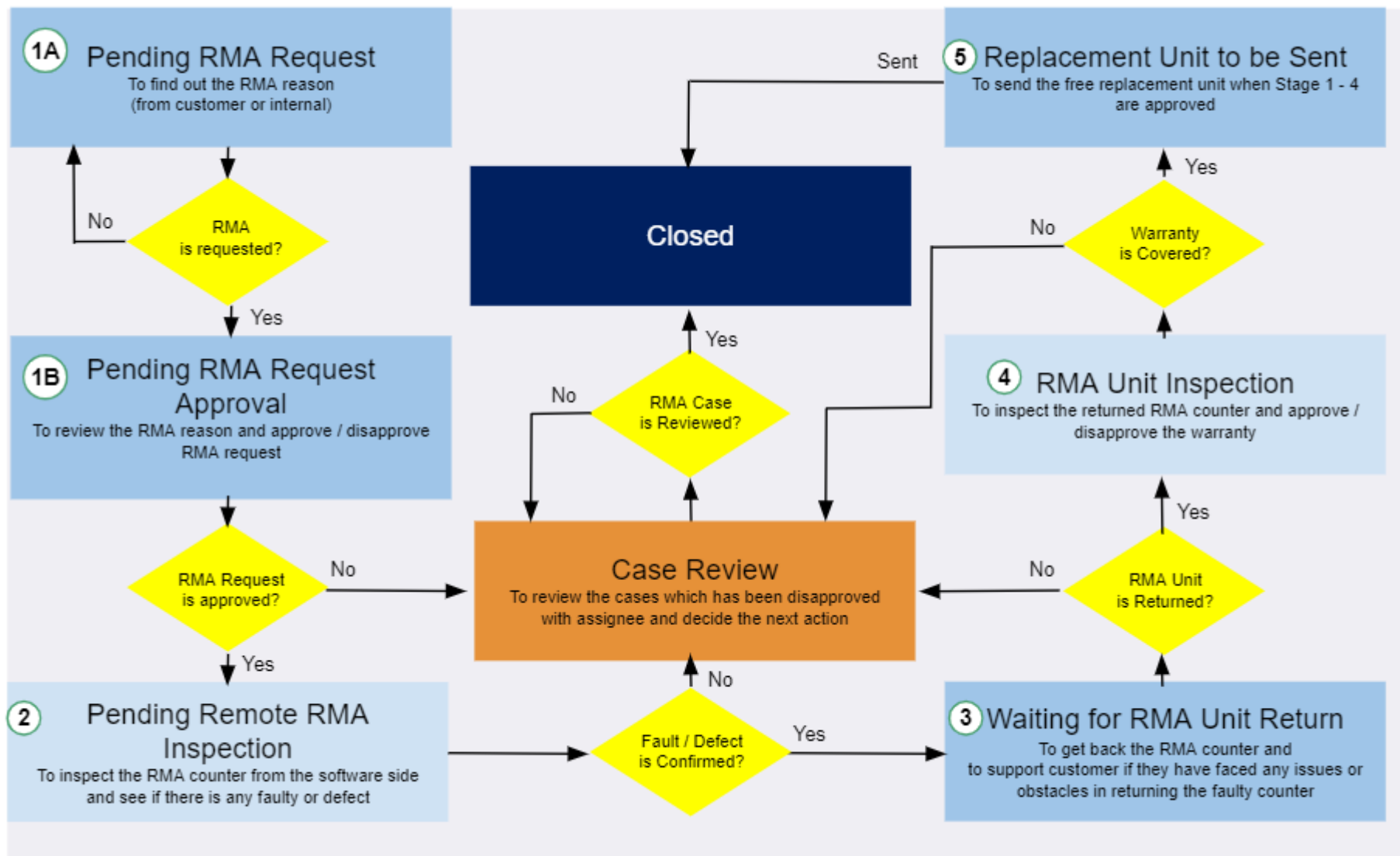
This section outlines the parameters of all supporting services by FootfallCam.



Flow chart of the support flow and diagnostics when issues are raised to FootfallCam.

Return Merchandise Authorisation (RMA) Process

Upon diagnosis by FootfallCam that a device is suspected faulty, the device will be sent back to FootfallCam to undergo further inspections through the Return Merchandise Authorization (RMA) Process.



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