

Smartcheck Battery People Counter

Customer Frequency: A new marketing instrument



The Smartcheck system has been specially designed to count customer frequency in retail stores. Its Small dimensions, battery-powered, wireless communication, smart features and low cost make Smartcheck a product that is unmatched in the market.

It is versatile, easy to install, low impact, high-tech and there is no infra-structure or wiring required.



Specification

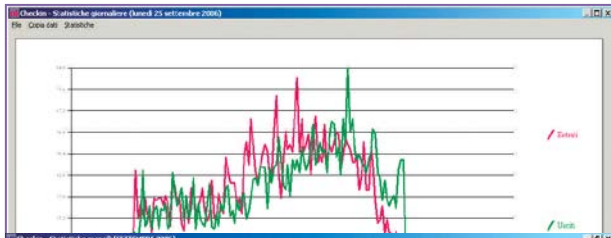
Dimensions	65x120x22mm
Sender/Counter Distance	8m
Typical height from ground	1.2m
Voltage	3.6V
Display LCD	4 digits

Offering both In and Out counts as well as occupancy, the unit has a built in clock/calendar allowing for a detailed count analysis using the optional software.

Collected data is self-stored in Smartcheck's memory, showed directly on its LCD display and can be transferred to a computer in many different ways, allowing you to obtain any kind of statistics and graphics desired by means of our powerful Checkin software. Easy conversion to any standard database is available.

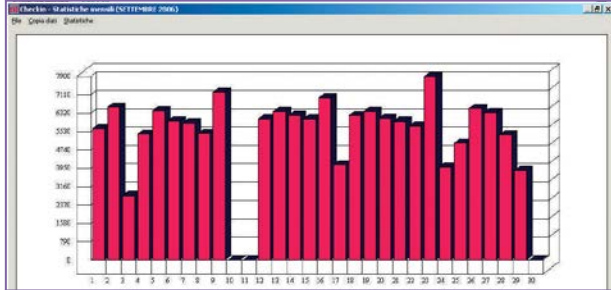
Monitoring customer flow in a retail store allows an objective evaluation of marketing strategy, and when analyzed along with sales figures can give you a valid index of success.





Giorno	Tot. entrati	Tot. uscit	Percent record	T. di permanenza (minuti)	Tot. entrati SCUDERIE	Tot. uscit SCUDERIE	Percent record	Quota record
lunedì 11	0	0	0	0	1.884 (2,79%)	1.107 (2,30%)	96	18,95
martedì 12	6.071 (13,88%)	2.011	15	115	3.086 (8,07%)	3.063 (6,64%)	94	18,25
mercoledì 13	6.305 (14,08%)	3.301	25	284	2.814 (8,27%)	2.786 (6,21%)	104	17,15
giovedì 14	6.225 (13,98%)	3.043 (3,99%)	354	30	2.919 (8,24%)	2.756 (6,17%)	100	17,10
venerdì 15	6.071 (13,88%)	5.940 (12,91%)	252	25	2.936 (8,11%)	2.807 (6,20%)	79	14,65
sabato 16	5.972 (13,43%)	5.871 (14,48%)	290	20	2.613 (7,32%)	2.609 (5,96%)	91	11,25
domenica 17	4.026 (9,24%)	3.843 (10,02%)	227	25	2.101 (5,85%)	2.079 (4,60%)	80	10,95
lunedì 18	6.215 (13,7%)	6.023 (14,04%)	299	20	2.314 (6,45%)	2.279 (5,03%)	89	10,95
martedì 19	6.301 (14,08%)	6.772 (14,71%)	373	30	3.201 (8,30%)	3.203 (7,06%)	95	17,90
mercoledì 20	6.099 (13,68%)	5.011 (13,81%)	299	25	2.939 (8,43%)	2.874 (6,31%)	113	16,90
giovedì 21	5.962 (13,2%)	5.023 (13,81%)	299	25	2.939 (8,43%)	2.865 (6,31%)	109	17,10
venerdì 22	5.759 (12,84%)	5.627 (12,79%)	279	25	2.717 (7,49%)	2.708 (6,09%)	110	17,40
sabato 23	7.873 (17,51%)	7.875 (17,51%)	380	20	2.737 (7,41%)	2.669 (5,92%)	106	16,95
domenica 24	3.993 (9,25%)	3.857 (10,51%)	225	25	1.210 (3,21%)	1.131 (2,52%)	1	0,95
lunedì 25	5.029 (11,2%)	4.919 (13,21%)	312	25	1.948 (5,39%)	2.022 (4,47%)	99	17,40

Giorno max: 7.875 sabato 23/09/2006
 Minimo giorno: 15.098
 Media giornaliera: 5.311
 Record periodo: 457 alle ore 16:59 di venerdì 23/09/2006
 Media settimana: 5.311
 Record da inizio: 233.719

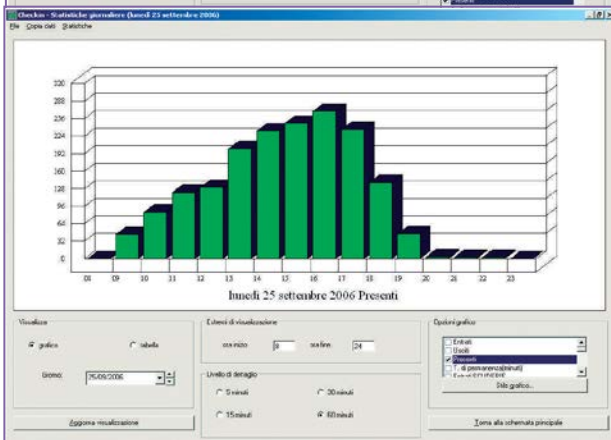


Data	Entrati	Percent	T. di permanenza (minuti)	Entrati SCUDERIE	Percent SCUDERIE	T. di permanenza (minuti)	Entrati PRIMO BALLATOIO	Percent PRIMO BALLATOIO	T. di permanenza (minuti)
08:00-09:00	0	0	0	0	0	0	0	0	0
09:00-10:00	131 (2,93%)	44	15	11 (0,95%)	2	0	46 (2,56%)	0	0
10:00-11:00	300 (6,77%)	95	15	18 (0,92%)	3	5	119 (6,71%)	17	10
11:00-12:00	589 (13,2%)	123	25	318 (4,61%)	1	0	162 (9,26%)	27	10
12:00-13:00	392 (8,71%)	136	15	11 (0,95%)	0	0	262 (11,22%)	66	16
13:00-14:00	430 (9,56%)	201	26	21 (1,09%)	2	5	233 (12,94%)	62	20
14:00-15:00	537 (11,98%)	235	36	21 (1,12%)	3	5	198 (11,02%)	7	10
15:00-16:00	667 (14,86%)	247	25	214 (11,31%)	26	10	150 (8,31%)	4	15
16:00-17:00	688 (15,34%)	261	45	412 (21,16%)	32	19	169 (9,56%)	24	26
17:00-18:00	631 (14,02%)	236	48	413 (21,16%)	51	10	136 (7,57%)	7	10
18:00-19:00	550 (12,21%)	126	25	322 (15,46%)	14	10	100 (5,62%)	4	10
19:00-20:00	242 (5,42%)	49	36	186 (11,37%)	9	10	75 (4,17%)	11	10
20:00-21:00	65 (1,45%)	3	36	10 (0,91%)	0	0	42 (2,44%)	2	10
21:00-22:00	51 (1,14%)	2	25	18 (0,91%)	0	0	39 (2,17%)	1	10
22:00-23:00	41 (0,91%)	2	36	8	0	0	56 (3,11%)	2	10
23:00-00:00	13 (0,29%)	0	18	8	0	0	32 (1,79%)	0	10
TOTALE	9.429	100 (media)	1.247	11 (media)	1.868	14 (media)			

Tot. entrati: 5.075
 Percent record: 232 alle ore 16:28
 T. di permanenza: 25 minuti
 Entrati SCUDERIE: 1.948
 Percent record: 99 alle ore 17:48
 T. di permanenza: 25 minuti
 PRIMO BALLATOIO
 Tot. entrati: 1.802

Tot. uscit: 4.919
 Record uscit: 89 alle 16:18 alle 16:15
 Tot. uscit SCUDERIE: 2.022
 Record uscit: 49 alle 16:35 alle 16:40
 Tot. uscit PRIMO BALLATOIO: 1.883

Visualizza: grafico tabella uscite uscite uscite
 Opzioni grafico: Final Record



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 Opzioni grafico: Final Record

Anno: 2006
 Appena visualizzazione: 5 minuti 10 minuti 15 minuti 30 minuti 60 minuti
 Imposta alla schermata principale

How it works

The transmitter emits an infrared beam to the receiver which counts the interruptions to the beam. On the Counter there are two red test lamps, which light every time the beam is interrupted.

Mounting

The units can be mounted on a vertical wall, on a security antenna or any other vertical post or pedestal. The receiver and transmitter should be mounted at the same height facing each other. The optimum width between them is 8 meters.

Display Interface

The counter has a display to show total counting. Through pushbuttons you can view and reset counters, or view and modify configuration parameters.

Checkin Software

Collected data can be transferred to a PC via USB, IP or an embedded SD card and can be manipulated into a wide range of statistics and graphics (as shown in the images, right) to provide you with hourly, daily, weekly, monthly or yearly figures. It is Windows-based therefore also possible to extract data to Microsoft Word or Excel.

Software Setup

System requirements: PC running Windows® 2000, Windows® Me, Windows® XP or any later edition with a USB port.

For more information on these and other products, please contact Intrepid on

020 8893 9922 or visit
www.intrepidsecurity.com