

Automatic People Counter

iTally™ is a video-based automatic people counter that measures pedestrian traffic and behavior in the retail environment & public venues. With the iTally you can measure in and out traffic, occupancy and dwell time at any specific location such as queues, aisles and other retail areas to better your business performance in many aspects such as profitability, performance and service. In addition iTally also serves as a complementary product to TruMedia's AlliO™, iCap and iCapture Mini™-audience and shopper engagement measurement solutions.

iTally in Action

iTally is an Automatic People Counter, comprising of a small, embedded video processor that connects to small camera installed above/ alongside the entrance or, aisle, etc. iTally automatically detects, tracks and counts people as they enter, pass or gather near area of interest.

iTally counts are passed via the internet to the TruMedia portal. Certified users access the portal via a web browser to retrieve data and generate reports.

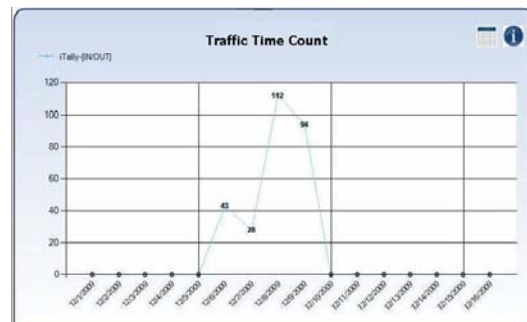
Based on the statistics iTally provides, better management, monitoring and sales optimization can be achieved. Also, due to the various reports received, the effectiveness of merchandising displays is raised and potential marketing decision can be determined.



Video Stream from Sensor

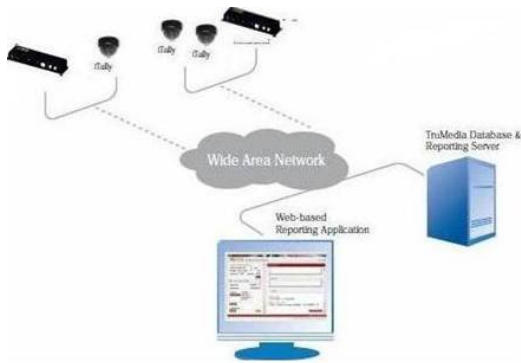


People Counting Engine



Applications

- Counting of people as they enter and exit a store in order to find the rush hours in stores and compare between the amount of people entering a store and the sold amount.
- Queue Management. Collecting statistics such as the average queue size and the average waiting time in order to properly assign personnel and improve service.
- Combined with other TruMedia' products that measures viewing amount towards product displays and digital signage iTally can measure Opportunity To See data that can be used to determine the effectiveness of the advertisements in attracting shoppers.



Advantages

- Robust Technology
- Embedded Video Analyzer
- Ease of Use
- Cost Effective

Technical Specifications

Physical Information

- iTally Cam overhead people counting camera
 - Dimensions: 84mm (D), 53mm (H)
 - Weight: 120g
 - Video Out: composite video (BNC): NTSC / PAL
 - Power: 12V

Accessories

- Optional 3 lenses pack available for wider entrances and higher ceilings

iTally SmartBox video Processor:

- Dimensions: 272mm (L), 89mm (W), 38mm (H)
- Weight: ~0.4KG
- Video Input: 2 BNC connections
- Power: 12V DC
- Ethernet Port (RJ45) (10/100 BASE-T)

Performance Specifications

- Minimum Camera Height: 2.5m (8ft)
- Counting Zone Width: up to 10m (32ft)
- Counting Accuracy: ~90%

iTally copes with diverse multi-object scenarios, user defined counting rules and environmental disturbances to provide high counting accuracy

The small-form factor iTally is using Digital Signal Processing (DSP) technology to increase stability and save on equipment cost, installation and maintenance.

iTally is easy to install and operate. Relying on advanced scene and object learning algorithms, setup by the operator is limited to specifying the region of interest. iTally automatically calibrates the person's size during the learning phase.

The iTally Duo is the most cost effective in the market