

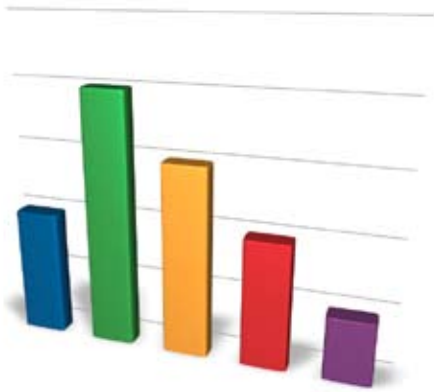
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Cognimatics is the global leader in Cognitive Vision. The company offers efficient and innovative imaging products for Intelligent Retail Surveillance and Mobile Communications.



## Web based traffic data analysis

Product Overview  
Cognimatics Industrial applications



Traffic data is pushed from embedded camera based counters to TrueView Web Report™ over Ethernet.

## TrueView Web Report™ Traffic data management software

Traffic data is considered to be one of the most important and reliable sources of metrics available to the retail industry. It empowers retailers with the critical data needed to stand out in the retail environment. Use precise knowledge about traffic to determine

- staffing levels, to see if the store is properly staffed,
- sales data, to see how many of the visitors are actually buying,
- opening hours, to see if the opening hours are justified, or
- store layout and product placement, to see if shoppers are using the store in an optimal way.

### Overview

TrueView Web Report™ is a web based statistical package that works seamlessly with TrueView People Counter™ and TrueView Zone Counter™. It transforms raw traffic data into clear and intuitive charts that allow you to quickly gain in-depth insight to the statistics. Discover trends, patterns or identify unusual performance with a simple click on your mouse. TrueView Web Report™ lets you unveil performance problems, and help you to take proper action to improve production, enhance revenue, and increase profitability.

### The software

TrueView Web Report™ gives you full control over business critical traffic data. By pointing a web browser to the URL of TrueView Web Report™ you get a versatile and flexible tool package for managing and analyzing your traffic data from a single source.

The whole software package is easily installed on your server and is configured with a minimum of effort. With just a few clicks, TrueView Web Report™ can start receiving data from TrueView People Counter™ and TrueView Zone Counter™. All data is stored in an open standard database format and data transfer is encrypted to secure the integrity of your data.

### Managing data

TrueView Web Report™ has interactive charts where you can zoom and slide over time with a few simple clicks. Use the built-in filter and formula editor to analyze and drill down into your traffic information. The software can also be configured to send e-mail reports automatically.



TrueView Web Report™ has interactive charts where you can zoom and slide over time with a few simple clicks



Use the built-in filter and formula editor to analyze and drill down into your traffic information.

## System overview

TrueView Web Report™ installs on a standard PC running Microsoft Windows operating system. All intelligent video processing done by the products TrueView People Counter™ or TrueView Zone Counter™ is done locally on the individual camera using the built-in standard CPU. This means that no video has to be streamed from the cameras. All traffic data is computed on the camera and is then pushed over Ethernet to TrueView Web Report™. Therefore, the entire solution requires a minimum of bandwidth, is scalable, cost efficient and very easy to maintain.

## Features

- Software package installs on standard PC.
- Seamless integration with TrueView People Counter™ and TrueView Zone Counter™.
- Remote access via web based interface.
- Flexible access control system giving correct levels of access to users in a multiuser environment.
- Interactive charts.
- Automatic e-mail reports.
- Data export in several common formats like Excel, CSV and HTML.
- Integrated filter and formula editor for data mining.
- Support for multilingual user interface.

## Requirements

- Microsoft Windows XP operating system or later
- Apache or Apache 2
- PHP 5.2.4 or later
- MySQL 5.x
- Browser support: Mozilla Firefox 3.x, Safari 3.x, Internet Explorer 7 or 8

## CONTACT INFORMATION

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## ABOUT COGNIMATICS

Cognimatics, the leader in Cognitive Vision, has its roots at the Mathematical Department at Lund University, Sweden. With a team of world leading researchers from the field of Cognitive Vision, Cognimatics' technology rests on a sound scientific foundation.

## COMPANY MISSION

Cognimatics works in close cooperation with the university to take new results from research to the market efficiently.

## COGNITIVE VISION

Cognitive vision is a field of research, where the goal is to teach computers to interpret images intelligently like humans do. It includes both Intelligent Video and still image analysis. Cognimatics, the global leader in Cognitive Vision, is dedicated to providing efficient and innovative products within its two business segments - Intelligent Retail Surveillance and Mobile Communications.

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