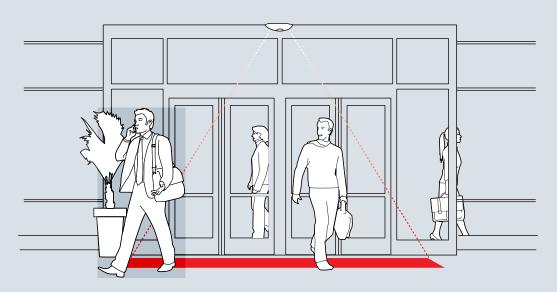Cognimatics® is the global leader in embedded video analytics.
The company offers effective and innovative imaging products
for the retail and transportation sectors.

COGNIMATICS

When an image is not just an image

TrueView *Occupancy*®

ESTIMATION OF BUILDING OCCUPANCY LEVELS

TrueView *Occupancy*® integrates people counting technology into providing estimates of building occupancy levels and helps derive deeper, more accurate data and actionable analytics about a physical locations occupancy and utilization – it is of growing importance to understand the flow of people within a building, as well as occupancy and other facility trends. For an entertainment venue, convention centre, high street retail shops, and shopping malls, occupancy is an indicator of revenue opportunity. For transportation centers and healthcare centers, it's a measure of demand and an important factor for service planning, as well as in all public spaces where the maximum occupancy is stipulated.

BASED ON COGNIMATICS PATENT PENDING TECHNOLOGY for video analytics, **TrueView** *Occupancy*® offers cost efficient, scalable, and easy-to-install occupancy sensing. It is a powerful stand-alone occupancy application embedded directly in standard IP cameras, letting users leverage existing IP networks. It is built on **TrueView** *People Counter*® and includes all its functionality.

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TrueView *Occupancy*®

BENEFITS FROM OCCUPANCY SENSING

• Improve utilisation of the building space
• Improve staff planning and determine optimal opening hours
• Improve your building automation system to reduce energy consumption and optimize HVAC system usage by system integrating into a building management system.

Axis M3006 equipped with **TrueView** *Occupancy*® *offers an unmatched stand alone solution, not requiring a PC for occupancy sensing.*

Two way counting of people passing the camera's view. Aggregate the result to obtain building occupancy levels.

Set all parameters with a minimum of effort and optimize the counting zone using simple slide bars.

REPORTING

TrueView *Occupancy*® **lets you view important statistics:**
• Number of visitors
• Average visit time
• Number of persons inside in a building over time and also between floors, concourses, etc

Data is viewable in real time by logging into the camera via your web browser. It does not require any additional software. With the additional software package **TrueView** *Web Report*®, you can get a powerful statistics tool that works seamlessly with **TrueView** *Occupancy*®. It helps you analyze occupancy data, manage multi-site installations, compare occupancy in different areas of the building, and export data to compare with
• energy consumption
• ventilation system
• carbon footprint, etc.

SYSTEM OVERVIEW

TrueView *Occupancy*® is an automated stand-alone, occupancy system for ceiling mounted cameras that is powered by Cognimatics' leading patent pending image processing software. By installing cameras at entrances to a given physical location, the application counts in real time how many persons are inside a designated area, like for example a building. Occupancy levels can be sent directly to auxiliary display. Furthermore, if occupancy exceeds a user defined threshold, a unit can be set to immediately send an E-mail, SMS, or play a sound file, etc. The installation is so easy that it can be performed and maintained by your own staff.

TrueView *Occupancy*® runs directly on your Axis IP camera, and data can be retrieved for analysis on timed intervals. The software is modular and completely autonomous with all counting done on the camera's CPU, requiring no dedicated PC. Manage, analyze and view data from any number of units and from multiple sites, using **TrueView** *Web Report*®.

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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 Video Analytics, 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.

VIDEO ANALYTICS
Video analytics is a field of research, where the goal is to teach computers to interpret image streams intelligently like humans do. Cognimatics, the global leader in embedded video analytics, is dedicated to providing efficient and innovative imaging products the retail and transportation sectors.

FEATURES
• Automated system, operated in real time, fully embedded into IP cameras.
• Privacy secure.
• Access privileges.
• Digital zoom.
• Wide entrance can be covered by several synchronized units in a master/slave setup.
• Easy to install and setup.
• Easy parameter backup.
• Maintain your people counter remotely over IP, set and monitor parameters, download or stream video.
• Seamless integration with TrueView Web Report®.
• Two way counting: counts people moving in two directions simultaneously.
• Accurate counting even under high density conditions or with baby carriages or trolleys present.
• Leading digital image processing minimizes shadow and reflection problems.
• Open protocol lets you integrate with data from Point of Sales and other systems.

SPECIFICATIONS
• Fully embedded.
• For recommended mounting height and useful tools to help calculate how many cameras are needed visit cognimatics.com
• For insights into recommended camera models and camera manufacturers please visit cognimatics.com

www.cognimatics.com