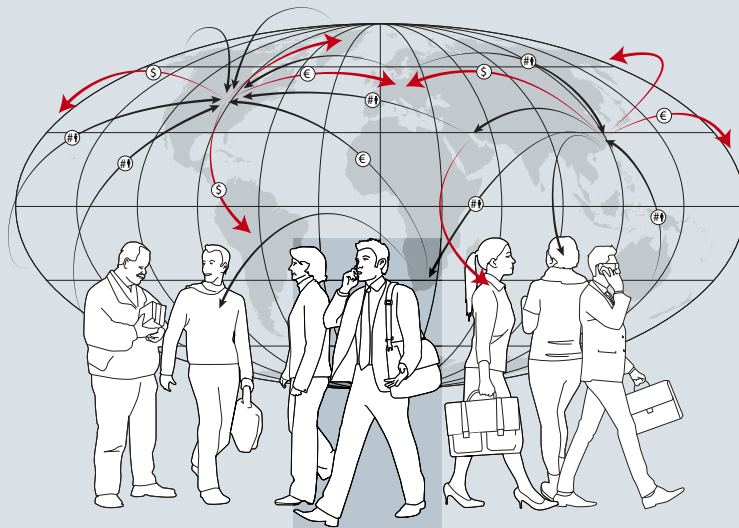Cognimatics® is the global leader in embedded video analytics.
The company offers effective and innovative imaging products
for the retail and transportation sectors.

COGNIMATICS

When an image is not just an image

Have it your way!

FOOT TRAFFIC AND POS DATA are two of the most important and
reliable sources of metrics available to the retail industry. Together
they empower retailers with critical business intelligence that is
needed to take make the right decision for business development.
Cognimatics is the world leader in embedded video analytics ap-
plications for retail and other locations providing accurate and cost
effective applications for visitor counting, queue and occupancy
measurement and demographics analysis.

**THE TRUEVIEW®-SUITE OF APPLICATIONS PROVIDE SEVERAL
POSSIBILITIES** to access the data collected. Regardless if the need
is to directly access the raw data from within the embedded appli-
cation, provide the data into other business intelligence systems,
create static reports for distribution, or dynamically view, drill
down into, and in-depth analyse the data to answer your compa-
ny's most important questions – **Cognimatics has a way!**
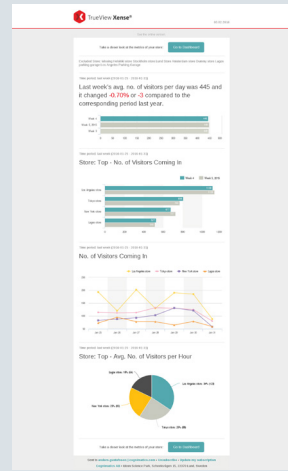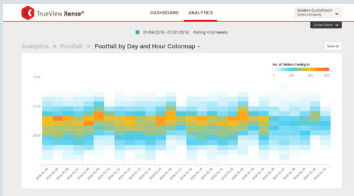
COGNIMATICS

Answering important business questions

Explore data your way and get the insights that answer your critical business needs. Below an overview of how you can access the data collected from the TrueView®-suite of applications to suit your needs.

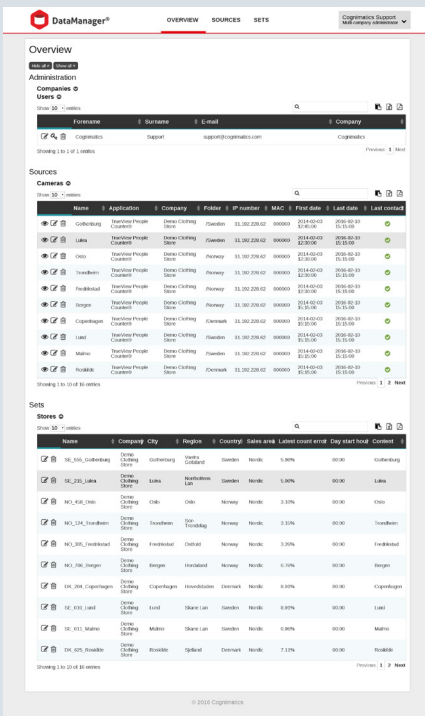For individual advice regarding your particular information needs e-mail sales@cognimatics.com

Data access/ application	From within the TrueView-applications®	TrueView Data Manager®
Overview	• The TrueView-applications® have an open HTTP API. The API is documented in the manual for each application. • The API enables static raw data extraction of up to 90 days of data for TrueView People Counter® (number of days may vary with application). • It allows extraction of specified time periods within the data and with specified time periods and with specified time resolution down to 15 minute interval in various formats e.g. JSON, XML, CSV, etc.	• Used to store, consolidate and organize camera application data for an unlimited time. • Monitors camera connections. • E-mail alert system for inconsistencies and connection issues. • Used to prepare data for TrueView Xense® enabling many of its advanced dynamic grouping, filtering and drill-down capabilities. • Used to create static or dynamically updated (permalink) exports of data or sets of data. • Easy to use, modern user interface making it easy to get an overview of the system. • Access control system allowing setup either as a single or multi-company instance. • Available in English.
For whom?	For those not interested in using a central point from which to access the data but would rather integrate the individual and static data stored within the cameras with other systems.	Mainly targets the system integrator helping the retailer/location owner to provide the data from the TrueView® applications into TrueView Xense® or other business intelligence applications.
Implementation & Pricing	• Besides the licence cost for the application there are no fees associated.	• SaaS/hosted or locally installed. • The locally installed version is sold in channel intervals (i.e. how many cameras you can connect) 1-10,11-25, 26-50, 51-100, 101-500 and 500 + • Onetime fee for desired channel interval. If you need additional channels, upgrade is possible at a fee. Annual support and upgrade at a cost. • The hosted version is at an annual subscription fee against yearly invoicing – calendar year. If subscription starts in January you pay for twelve months in March for ten months in August for five months etc.
System requirements	Network connection	• Client web access: Chrome, Firefox, IE 9+ (or equivalent browser). • Locally hosted server: Guidance for Windows or Linux-sever available on www.cognimatics.com
Try & Buy	• Demo license available for all applications. Standard is 30 days testing. • At www.cognimatics.com you'll find our partner network. If you can't find a partner in your region or would like to become one please e-mail sales@cognimatics.com	• We are happy to set-up a demo account for a limited testing period. This demo account will however be SaaS/hosted • At www.cognimatics.com you'll find our partner network hosted. If you can't find a partner in your region or would like to become one please e-mail sales@cognimatics.com
SUPPORT FOR		
TrueView People Counter®, TrueView OneWay®, TrueView Tailgaiting®, TrueView Occupancy®, TrueView Random Inspection®	X	X
TrueView Queue®	X	X
TrueView Demographics®	X	X
TrueView Parking®	X	X
TrueView Bicycle®	X	X

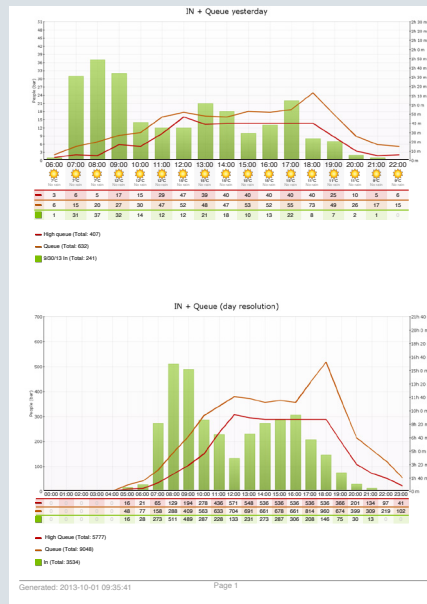| TrueView Xense®	TrueView Web Report®
• Truly dynamic in its nature. All aspects of the application are made to give the user full control over their data enabling grouping, filtering, comparisons and drill-down. • Dynamic overview dashboard where end-users can select KPI's and charts of their choice of selected KPI:s and the most important charts packaged in a modern look. • Highly customizable pre-defined analytic reports (including weather impact, trend and accuracy reports) where end-users can save their report customizations or findings as separate reports and share these company-wide or keep private. • All reports and findings, including dashboard, exportable to PDF. Most reports also exportable to Excel. • HTML5 email-reports support with easy to use email-report builder and scheduler. • Modern and intuitive interface, designed from the ground up with the retailer/location owner in mind. • Platform agnostic responsive design for any platform, including desktops, tablets, and smartphones, this pertains both to the online dashboards and analytics as well as the e-mailed reports. • Historical location weather information included in applicable reports. • Easy to use access control system automatically included with possibility to set data availability and presets on a user level. • Support for several languages. Multilingual user interface. • Possible to integrate POS-data, however this is not included in the standard product/price.	• Our in-house system. The chart possibilities and system flexibilities are less compared with TrueView Xense® • Schedule PDF reports to be sent by e-mail on a daily, weekly or monthly. • E-mail alarms on system failure, for example when a camera is down. • Remote access via web based interface. • Easy-to-use folder management, for precise access control in a multi-user environment. • Flexible access control system giving correct levels of access to persons in a multi-user environment. • Interactive charts and tables. • Include weather data. • Data export in several common formats like Excel. • Basic Integrated filter and formula edito data mining. • Support for several languages. Multilingual user interface.
This is the product that the end-user (retailer/location owner) will use to analyse the information from the TrueView®-suite. TrueView Xense® is built to not only to give high-level corporate insights but also empower the store/location managers.	For locations with IT-polices not allowing data to be communicated any-where.
• SaaS/hosted in the cloud at Cognimatics. • Annual subscription fee against yearly invoicing – calendar year. If sub-scription starts in January you pay for twelve months in March for ten months in August for five months etc.	• Locally installed and sold in channel intervals (i.e. how many cameras you can connect) 1-10,11-25, 26-50, 51-100, 101-500 and 500 + • Onetime fee for desired channel interval. If you need additional chan-nels, upgrade is possible at a fee. Annual support and upgrade at a cost.
• Client web access: Chrome, Firefox, IE 9+ (or equivalent browser). • Requires a connection to TrueView DataManager®, which is included in the price.	• Client web access: Chrome, Firefox, IE8+ (or equivalent browser). • Locally hosted server: Guidance for Windows or Linux-sever available on www.cognimatics.com
• We are happy to set-up a demo account for a limited testing period. • At www.cognimatics.com you'll find our partner network. If you can't find a partner in your region or would like to become one please e-mail sales@cognimatics.com	We are happy to set-up a demo account for a limited testing period. This demo account will however be SaaS/hosted.
X	X
TBA in 2016	X
TBA in 2016	Not planned
X	X
Not planned	X

TrueView **Xense®**

Hosted solution, for the end-user (retailer/location owner) to analyse the data from the TrueView®-suite. TrueView Xense® is built to not only give high-level corporate insights but also empower the store/location managers with its ease of use and user-level data availability and presets.

TrueView **DataManager®**

Locally installed or hosted central point to to store and manage data and provide them into TrueView Xense® or other business intelligence applications.

TrueView WebReport®

Cognimatics locally installed in-house system. For those who want an cost effective locally installed possibility to store, consolidate and organize camera including basic charts.

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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.

www.cognimatics.com

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