

People Counting

every visitor counts



Key Benefits

- Provides Real Time Population Information
- 95%+ Accuracy
- Population Analysis
- Barrier Free Counting Technology
- Historical Comparisons
- Revenue Control
- Rostering and Staff Management
- Analysis of the Effectiveness of Marketing and Promotions

The Issue

In the attractions, leisure, entertainment and retail industries there is a growing need to accurately monitor, control and record total population and pedestrian traffic figures. Whether it's for revenue control, health and safety, marketing performance analysis, rent review validations or maximising staffing efficiencies accurate people counting without interfering with the customer experience is a key requirement.

The Solution

The CENTAMAN Pedestrian Counting solution is made up of two components, the first of which is the pedestrian counter that accurately detects the movement of people and their direction. The pedestrian counters can be grouped in any way (by gate, section, venue or entrance). Secondly, a display is required to show the population figures. CENTAMAN offer a range of counting and display devices to ensure the Pedestrian Counting solution can be tailored to any sites particular requirements.

The CENTAMAN Pedestrian Counting solution is a non-intrusive system that can accurately count pedestrian traffic flow in both directions. As people come in and out of the facility they are automatically counted and that data is sent to the display mechanism so that information such as the current population or how many people have entered through a particular entrance can be immediately accessed. Then, if required, that data can be logged at regular time intervals and stored in a simple to access database for later analysis. Management information can be used to ensure safe population levels are maintained and answer questions about customer volumes, traffic flow, marketing and operational efficiency - allowing you to increase your customer conversion rate, improve your margins and increase profitability.

Benefits of Pedestrian Counting

Safety & Legislative

In many public buildings fire officers, licensing officers and police forces impose building population limits on venues, which need to be strictly adhered to. This ensures the safety of visitors to the premises. Sometimes licences can be withdrawn if these limits are not adhered to or there is an inadequate attempt to monitor the population levels and ensure they are kept at reasonable levels. Licence holders have the responsibility to know exactly how many people are in their venue at any one time and to warn staff if the limit is about to be reached.

Fraud

In venues where individuals have to pay to enter the premises, an accurate counting system can be employed to ensure that there have been enough ticket sales according to the number of entrants. This can help eliminate staff fraud either by detecting certain clients who do not pay to gain entry or staff that steal cash from the point of sale.

Marketing

Traffic data can be used by Marketing Departments to establish the effectiveness of marketing campaigns, promotions, publicity and other initiatives. This allows them to make better and more accurate use of marketing budgets. With an accurate counting system in place, the success or failure of new marketing initiatives can be easily and quickly measured by analysing the effect promotion has had on footfall.

In retail environments a counting system can be used to prove whether or not that sales are down due to lower number of customers through the doors or that staff have simply not been attending effectively to customer needs.

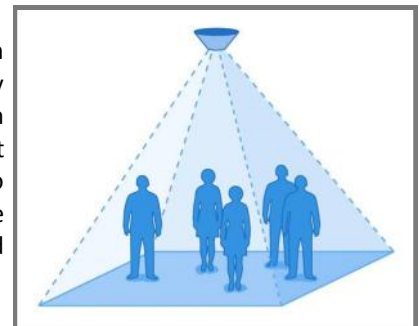
Additionally, a counting system can be used in retail environment to identify closing ratios, i.e. what percentage of traffic actually makes a purchase. Staffing levels, point-of-sale material and in-store promotions can all have a significant effect on closing ratios and a counting system can ensure that the most effective method or mix of methods is used.

Traffic Flow Patterns

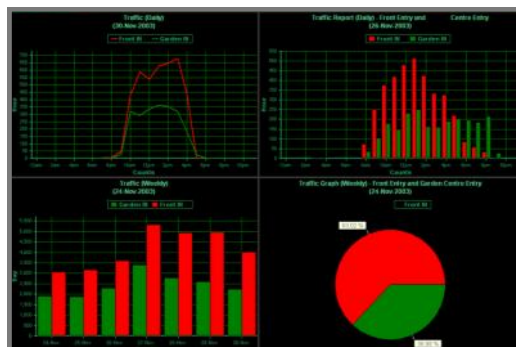
Large stores and amusement parks can use counting systems to determine pedestrian flow patterns through the venue. This information can be used to control staffing levels in different areas and ensure the best use of the staffing resource available at any particular moment. Additionally, this information can be used to monitor seasonal variances to predict required staffing and stock levels.

Pedestrian Counters

CENTAMAN offer a number of different types of pedestrian counters, all of which can be integrated in to one solution. These include overhead thermal counting units which detect the heat emitted by people passing in the area beneath them as infrared radiation. Highly accurate, the units contain imaging optics, sensor, signal processing and interfacing electronics all within a discreet and compact moulded housing. These units can cover areas of up to 4 metres by themselves or be interlinked to cover wider areas. The advantage of these thermal sensors is that there is no need to channel people in to lanes and it is totally discrete. Other options for counting include turnstiles, optical turnstiles and IR beams across doorways



Counting Information Display



The information collected by the counters can be displayed in a numbers of ways subject to the requirements of the site. These can vary from a stand alone display showing the current population to a sophisticated software solution that can clearly display the key data required and store it for later analysis.

With our software you can quickly determine the real performance of your operations by accurately monitoring the visitor traffic flows. By comparing this information with sales data, staffing levels, marketing data and design layout, you can now create a new measurement of key performance across all your properties. By comparing the data with previous months or years performances you can swiftly understand which marketing campaigns are working thereby improving your marketing spend by focusing on which campaigns work.

About CENTAMAN

Centaman employs over 40 staff and operates 6 offices, 4 in Australia, 1 in New Zealand and 1 in the U.S.A. Each office maintains its own technicians who are trained to support, install and maintain our complete range of products. Additionally sales teams are on hand to provide detailed product information and pricing. This enables CENTAMAN to successfully manage, implement and maintain your project, no matter how large or small, at a local level.

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