SMART CROWD CONTROL

People counting and customer flow management with Digital Signage and intelligent sensors

easescreen Smart Crowd Control is a highly accurate crowd counting system. It is DSGVO compliant and, in combination with Digital Signage, can automatically display instructions on any output device to manage customer flows in an efficient and customer-friendly way.

Male
Age 30

REQUIREMENTS

- An easescreen Software license that includes Interactivity, Dynamic Data and Data Import (see software price list)
- easescreen Smart Crowd Control hardware (Sensors, POE Switch/-injector, mounting plate, correction buttons)
- Smart Crowd Control Sensor Integration Library
- (easescreen) player hardware, at least silver class

SOLUTION OVERVIEW

- Professional, DSGVO-compliant stereo camera system
- Sensor accuracy exceeds 99%
- Temperature- and light-independent
- Statistical analysis/visualization via Vemcount (one-time initial costs)
- One sensor can detect up to 200 persons at the same time
- No additional servers, active PCs, or video management systems are needed

SINGLE ENTRANCE

Sensor

Store Entrance

BIG SINGLE ENTRANCE

Sensor 1   Sensor 2

Store Entrance

MULTIPLE ENTRANCES

Sensor 1   Sensor 2

Store Entrance 1   Store Entrance 2

POV CLIENT

OUTPUT DEVICE

eSCC Sensor Integration Library

Query sensor(s), Counting logic, Reset Count Data

Shows Go/Stop