

# Vehicle Counting User Story

## Shopping Plaza Vehicle Counts with intuVision VA

"intuVision Traffic gave us a convenient way to look at our daily vehicle entry and exit counts at the main gate. For the past year we have been using intuVision VA by remotely connecting from our desks to review the counts and share reports with management and store owners."

*Graham Eddy, Vice President, Capital Commercial Properties, Inc.*



Capital Commercial Properties, Inc. needed an automated low cost vehicle counting solution for a large shopping plaza. In 2021 during the reopening after the first year of COVID, it was crucial to have insight of how visitor counts change daily, weekly, and monthly. They wanted a solution without additional road construction and not interfering with customer experience. intuVision VA was the perfect solution.

### Equipment-at-a-Glance

Software: 1 channel intuVision VA Traffic v. 13.0

Hardware: AXIS IP Camera, intuVision Mini unit.

### intuVision Traffic Analytics

intuVision VA Traffic provides full analysis of traffic at parking areas, roads and intersections with accurate vehicle counts and classification; as well as watching for traffic safety and security. Intelligent classification and scene learning deliver the highest accuracy, for counts by lane and vehicle type, direction during day and night.

Comprehensive review tools and output formats let intuVision VA fit perfectly into any work flow.

### Benefits

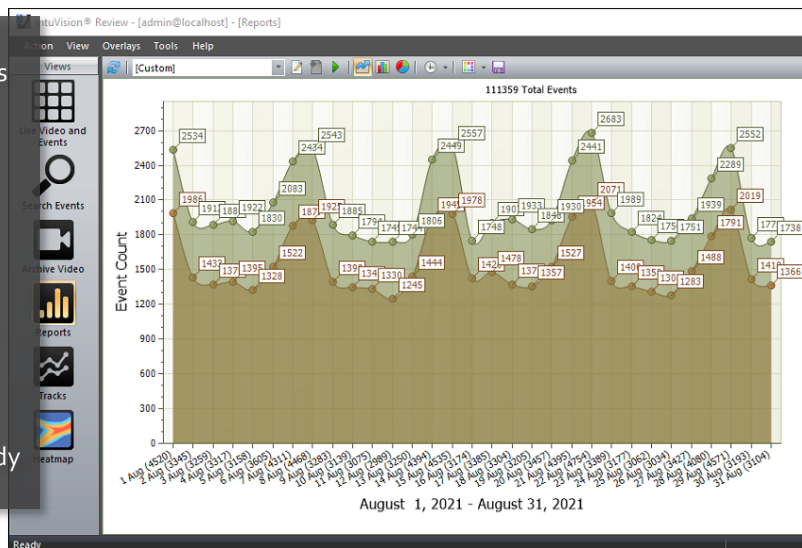
- Reliable operation with out day-to-day supervision
- Easy integration with the Web API, I/O modules, HTTP triggers
- intuVision VA Review Application with graphs, rich reports, heatmaps and data exporting.



# Real-time Shopping Plaza Vehicle Counts intuVision VA

"Our customers are the businesses renting retail and restaurant spaces. intuVision VA vehicle count reports provided tangible business intelligence data for our existing and potential customers. After the initial setup, the system has been working without any oversight."

Graham Eddy



## Deployment Details

Capital Commercial Properties, Inc. oversees a large retail and restaurant plaza with multiple entrances. Especially during the uncertain times around COVID, it was crucial to have an understanding of the number of visitors daily, weekly, and monthly and how visitor counts were changing over time. The customer needed a low cost solution to accurately counts vehicles through ingress and egress gates which could be implemented without needing additional construction or interfering with customer experience and they chose intuVision VA.

A signage arch over the main entrance provided a perfect position for the camera, an unobtrusive AXIS camera was mounted such as to not impact the aesthetics of the arch. Average visitor counts are estimated via vehicle entrance and exit counts at this main entrance. A security booth near the gate provided a good position for the small footprint intuVision mini unit on for the video analytics processing.

Other vehicle counting alternatives to video analytics were either significantly less accurate, high cost, or required bulky hardware to be installed in the road under the gate. intuVision VA Traffic proved the optimal solution of light-weight, reliable, and highly accurate.

Full commissioning support was included with the purchase, as well as basic training in how to obtain reports made it very easy for Capital Commercial team to use the system. intuVision VA remote clients were installed for key Capital Commercial staff, for them to obtain vehicle counts and reports from their desk. For the remote clients, intuVision VA's user management features ensures each person has permissions at appropriate levels to use the product and prevent unauthorized access.