intuVision User Story: Outlet Malls

Customer Traffic Reports with intuVision & exacqVision

> "intuVision VA Retail quickly and effectively counts over 17,000 customers weekly at each of our 5 locations, providing information for retail leasing partnerships."
>
> *Don Gooding, Director of Operations, USI*

United Security, Inc. (USI) required an accurate customer counting solution for a series of outdoor premium outlet centers, each containing 5-8 wide entrances.

Due to the outdoor, unconstrained nature of these entrances, alternate people counters were not effective. Despite changing weather and lighting, intuVision's adaptive background and ability to accurately count people in large groups led to accurate counts.

About the Customer

Large real estate development and management firm, with focus on outdoor premium outlet centers.

Equipment-at-a-Glance (per location)

Hardware: 1 exacqVision Z-Series NVRs, 5-8 Axis IP cameras

Software: exacqVision Professional VMS, intuVision VA Retail

Enter/Exit counts with intuVision VA

intuVision and exacqVision solution improves all aspects of retail chain's business. By having the accurate customer counts from the video analytics integrated with the VMS software, they get accurate business intelligence for the operations and sales teams to drive more store traffic and attract new companies.
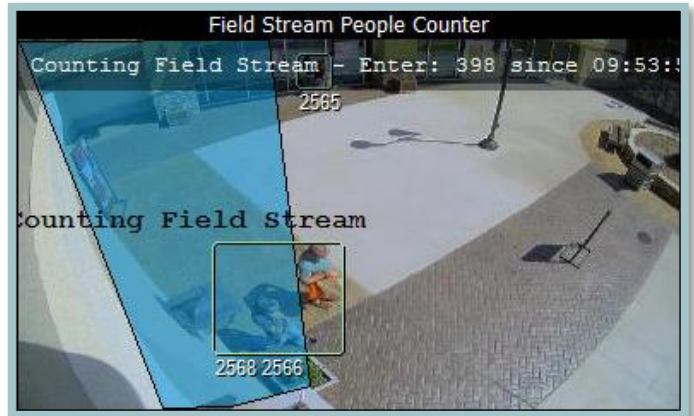
Benefits

- All-in-one solution for video surveillance and analytics
- Reliable operation with no maintenance
- Savings in personnel time and hardware costs
- Flexible deployment, good results from variety of views and locations

intuVision
intuitive video analytics

intuVision User Story: Retail

"Leveraging intuVision's video based people counting solution, we were able to generate accurate people counts quickly and efficiently without significant cost or hardware deployment. With intuVision's remote optimization service, support was always accessible."

Don Gooding, Director of Operations, USI

Deployment Details

This real estate development and management firm uses powerful intuVision video analytics to count people entering and exiting their shopping outlets as well as to detect people loitering after hours. The installed system comprises of intuVision Video Analytics integrated with exacqVision Z-Series network video recorders (NVRs) in 5 outdoor outlets. Seamless integration between intuVision and exacqVision VMS software makes it possible to use a wide range of video analytic rules on any camera for both security and business intelligence purposes.

As intuVision VA is an exacqVision Certified Software Application, it is directly installed on the Z-Series recorder without additional computers to run the analytics software. USI worked with intuVision to determine optimal positions for the cameras to ensure all major entrances and exits were covered. Cameras were mounted on buildings at the entrances, between 20 and 25 feet high, covering walkway widths up to 50 ft.

Leveraging intuVision's optional remote setup and optimization service, once the cameras were added to the system, control was passed to intuVision team for camera optimization and configuration – providing robust results with expedited setup duration.

intuVision distributed system allowed for intuVision Monitor application to be installed on the outlet manager's computer, allowing for effortless review of customer counts. Additional weekly email digests are sent to relevant staff at the local and corporate level, with total customer counts separated by entrance.

intuVision count information is used for current and prospective tenants, gaining additional operations data regarding popular visitor hours.