



Sensormatic® SmartEAS®

Overhead People Counting

For retailers, counting the number of visitors entering their stores provides an important indication of overall performance. Comparing people counting information to sales transaction data allows retailers to calculate their conversion rate or sales to visitor ratio. Conversion rate is valuable in helping retailers benchmark store performance across their entire chain and can aid in setting strategies and goals aimed at increasing sales.

The Sensormatic Overhead People Counting solution utilizes small, unobtrusive infrared sensors mounted 8 to 14 feet (2.5m to 4.3m) above the retailer's entrance/exit. This solution is available as either an add-on to alarm management or as a stand alone solution. Overhead People Counting fits into every retail format and provides the retailer with maximum flexibility and aesthetics.

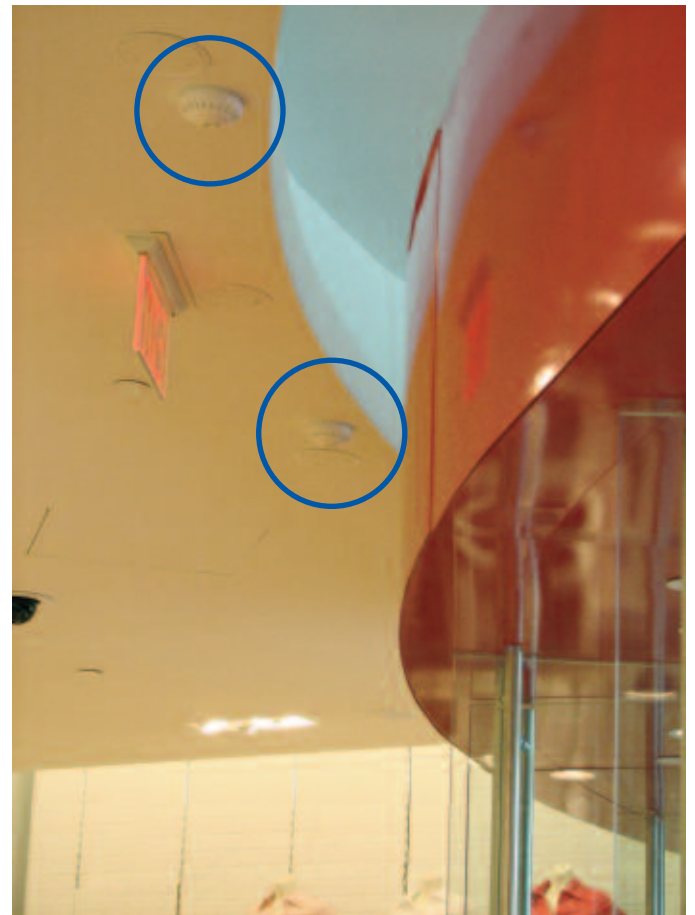
Features:

- **Wide Exit Coverage.** Covers entrances/ exits up to 32 ft. (10m) with multiple sensors.
- **Aesthetically Pleasing.** Appropriate for all glass and curved entrances.
- **Utilizes Ultralink Platform.** Offers a solution that can be easily combined with SmartEAS Alarm Management.
- **Reliable and Accurate Data.** Captures people counting data with high accuracy.
- **Helps Retailers Optimize Staffing.** Provides feedback on marketing effectiveness.

SmartEAS Reporting Options:

SmartEAS Overhead People Counting offers flexible reporting options to meet every retailer's needs. Retailers can view people counting data, trends and highlights in easy-to-read tables and graphs. For more information on reporting options, please see your sales representative.

Configuration Options:



Product Code

- CBC-4031-1DU8 . . . Overhead People Counting, Single Exit, less than 8ft
- CBC-4031-2DU8 . . . Overhead People Counting, Dual Exit, less than 8ft each
- CBC-4031-1DUW . . . Overhead People Counting, Single Exit, 9-16ft
- CBC-4031-2DUW . . . Overhead People Counting, Dual Exit, 9-16ft each
- CBC-4031-ADDL . . . Additional Sensor, Wide Exits (8 ft ea)