Mi-Footfall
People Counting Platform

Accurate tracking and recording of the number of people present in a building or visitor traffic in a retail store is a valuable asset for safety, security and retail analytics. Mi-Footfall real-time people counting provides important retail analytics and visitor flow data that store management can use to identify visitor trends, conversion rates, predict staffing requirements, and ensure building safety.

Overview

People Counting Solution (Mi-Footfall) is a fully networked counting solution designed for easy deployment and automatically retrieves data from multiple stores/entrances/exits over an existing network. Its bidirectional counting gives the opportunity to discover how many people visited a particular store, floor or zone of the shopping mall and what direction they used for entrance/exit. Web-based reporting tool provides the real-time analysis of traffic data for improving decision-making.

Features

Mi-Footfall comprises the following features:

- **Fully Networked People Counting Solution**
  Data transfer is made via an Ethernet interface to simplify the installation.

- **Bidirectional People Counting**
  Measures the number of visitors entering and leaving a store allowing the monitoring of the occupancy in the store.

- **Stereo Vision 3D Technology**
  Uses dual video lenses to detect people to provide an accurate and reliable people counter.

- **Statistical Reporting Tool**
  Provide real-time monitoring of visitor traffic flow and historical data analytics. Helps to unlock powerful retail insights around visitor traffic, store conversion ratio and impact of marketing campaigns.

Technology Benefits

The main impacts of Mi-Footfall are:

- **Flexible Installation and Configuration**
  Device can be connected via LAN or WAN at any site where people traffic needs to be counted.
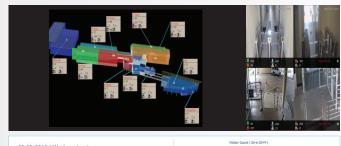
- **Boost Performance and Profits**
  The data of the visitor traffic generated can be used to analyse and track in-store conversion ratio and effectiveness of a marketing and advertising campaign. The staffing in the store can be optimised to improve store efficiency.
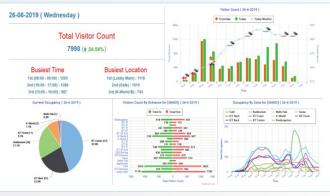
- **Enhance Health and Safety**
  Provides crowd control to prevent injury to a visitor. Knowing the current occupancy in premises can ensure the compliance with the health and safety regulations.

Applications

Enterprise, Government

Mi-Footfall sample client and reports