

2020

PEOPLE COUNTING SOLUTION

ALCONLINK SOLUTION 2020

CONTENT

01 BACKGROUND

Technical background & Product background

02 SOLUTION FEATURES

Solution structure & characteristic

03 APPLICATION

Product application & Scenario

04 INSTALLATION

Product installation & Attention

01 PRODUCT COMPARISON

Alcon Wireless Pvt. Ltd.

01

BACKGROUND

BACKGROUND

Marketing strategy

Precision marketing

Marketing mode has changed a lot with the development of economic and society, now it is transforming to precision marketing. How to master market discipline brings a great challenge to commercial managers.

Research on passenger flow

Research on passenger flow allows enterprises to do marketing work more efficiently, it will help enterprise dig out sales potential, enhance the sales opportunity, increase profits.

Measure to study consumption

Passenger flow directly shows consumption habits and preference of customers.

BACKGROUND

Scenario application



Scenario application

- Retrial
- Scenic spot
- Exhibition
- Shopping mall

BACKGROUND

Existing ways for people counting



Manual counting

- High manpower costs
- Low accuracy
- Hard to keep data



Wifi counting

Threaten privacy

- Difficult to authenticate data
- High false rate
- Complicated solution
- Difficult to install

PIR counting



Turnstile counting

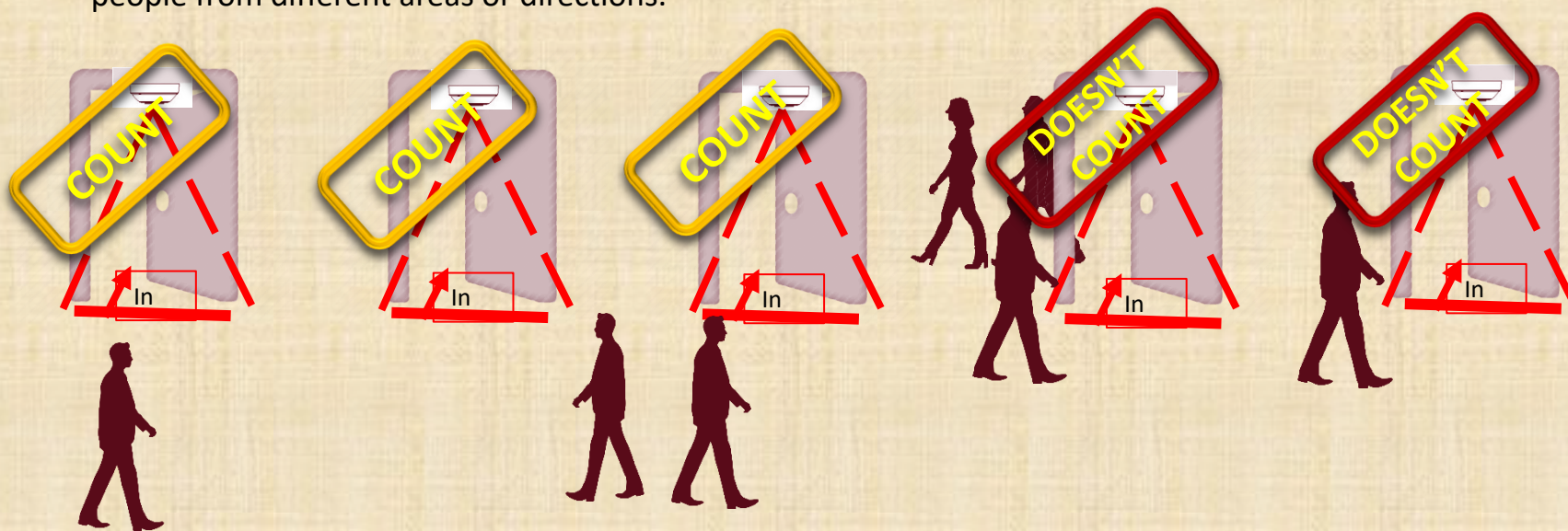
- Low passage efficiency
- High-cost system

BACKGROUND

Alcon people counting cameras

Alcon People counting camera

Based on newest algorithm Human body character recognition and AI algorithm people counting camera is able to recognize direction of motion according to distinguish people from other objects. Then camera will count the quantity in/out. Counting rules could be set up by parameters. Camera support counting people from different areas or directions.

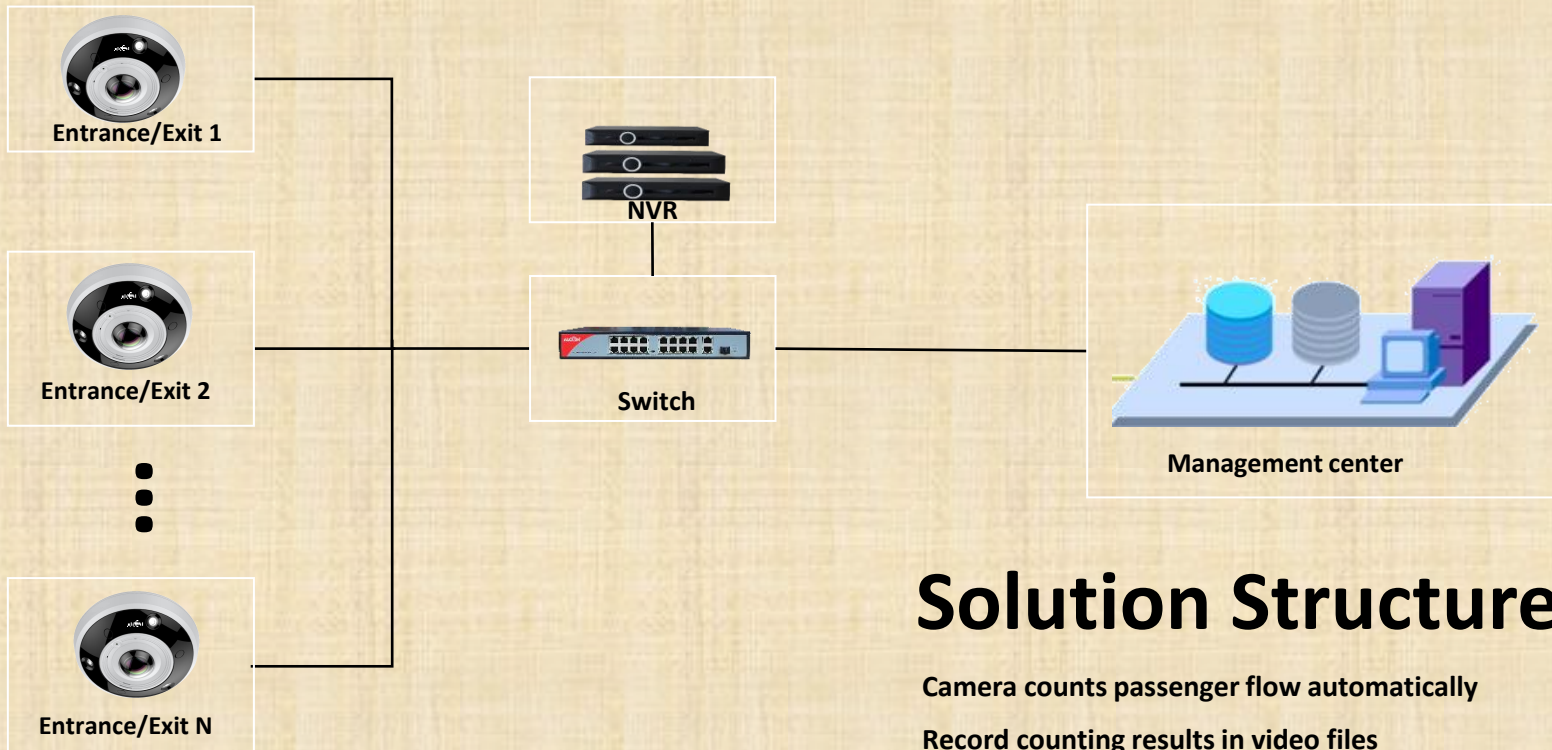


02

**SOLUTION
FEATURES**

SOLUTION FEATURES

Solution structure



Solution Structure

Camera counts passenger flow automatically

Record counting results in video files

Compare counting results in different levels

SOLUTION FEATURES

Solution features

HIGHLIGHTS OF PRODUCT

Advantages of product



High accuracy

Advanced AI algorithm ensures high accuracy.
Accuracy of data $\geq 95\%$ (standard light condition)



Highly adaptable

Highly adaptable algorithm ensures that camera can be installed in many scenario, from 2.5m ceil of small shops to 4m ceil of shopping mall.

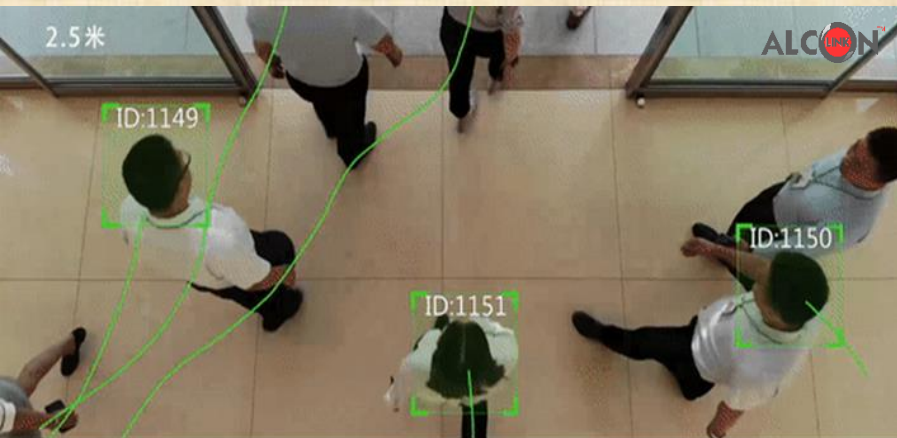


OSD menu

Data displays on OSD menu in real-time
Monitoring passenger flow in two directions

SOLUTION FEATURES

Solution features



HIGHLIGHTS OF SOLUTION

- Powerful ability to storage data. Backup data.
- Statistic plenty of entrances/exits at same time.
- Centralized management quantity of people in/out
- When quantity of people suddenly increases, system will automatically trigger alarm and push it to manager in order to avoid congestion chaos.

03

APPLICATION

APPLICATION IN RETRIAL

The value we can provide

Assessment of sales promotion

By comparing sales volume with passenger flow manager can know preference of customers more efficiently and how to keep customers. This data can help shop owners adjust business model and raise sales amount.

Reduce operation costs

According to passenger plow statistic in supermarket, when quantity of passengers reach to specific amounts, the owner can increase employees to raise the service level; otherwise it can remind owners reducing employees in order to reduce operation costs.



APPLICATION IN EXHIBITION CENTER

The value we can provide



Resource allocation

According to the changes of passenger flow manager can know the quantity in/out and arrange human resource in order to control people flow efficiently. .



Safety warning

Usually there is a limit to quantity of people in large public events, exhibition center or stadiums. If there isn't a warning management system it will be hard to notice danger early.



Visit route planning

Depending on passenger flow data, manager can control quantity of people inside building or a specific place.



Evaluation of marketing strategy

Through comparing sales volume with passenger flow customers' behavior can be known more efficiently, besides customers' attitude to commercial activities and service equipment also can be analyzed by these data. According to result of analyzing passenger flow enterprises can make a better decision to management, change operation strategy, so that they can raise their profits.

Rational allocation of resources

According to passenger flow on different floors and areas manager can do statistic on attraction rate and busy rate in different areas, then manager can decide how much resources will be invested in each area, including the configuration of air conditioning system, the arrangement of toilets and the human resources.

APPLICATION IN SHOPPING MALL

The value we can provide

Rent positioning

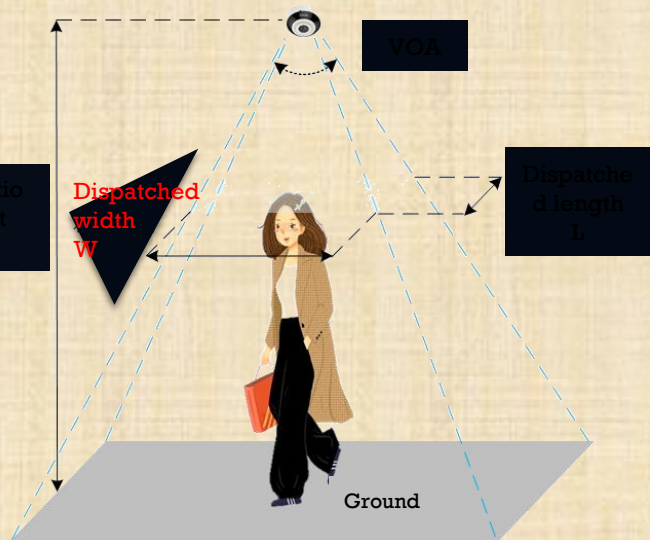
Through comparing passenger flow in different shops manager can decide the price of rent objectively.

Service quality assessment

By statistic passenger flow, sales volume and deal volume, average sales volume and bag rate can be counted, that provide data support to assessment of service quality and staff work.

04

INSTALLATION



Model	Focus	VOA/ θ	Range of Height	H	W	L
AL-5002-MPC-HD4KFAT	4mm	88°	3.0~3.6m	3.0m	2.5m	1.4m
				3.2m	2.7m	1.5m
				3.4m	3.1m	1.7m
				3.6m	3.5m	1.9m

- Dimension of height shouldn't be oversized or too small.
- Head object should be clear.
- Avoid cover up between heads.
- Install camera vertically
- Min width of head 100 pixels, max 250 pixels, best image effects 160 pixels.

05

PRODUCT COMPARISON



Traditional solution

Black & white image

Two lens people counting camera has a higher cost and it reflects to height sensitively, with increasing the height lens should be replaced.

An extra bracket is needed.

Clients have to choose products carefully and distributors have to prepare different models in their warehouse.

Due to its strict conditions of installation, this solution isn't suitable for market.



Alcon's solution

1080p resolution colorful image

High suitable algorithm

High adaptive algorithm

Suitable for more scenarios,
from 2.5m ceil to 4m ceil



Traditional solution

Black & white image

Two lens people counting camera has a higher cost and it reflects to height sensitively, with increasing the height lens should be replaced.

An extra bracket is needed.

Clients have to choose products carefully and distributors have to prepare different models in their warehouse.

Due to its strict conditions of installation, this solution isn't suitable for market.

Thanks for your attention

Alcon people counting solution

sales@alconlink.com | support@alconlink.com
www.alconlink.com