Sensormatic® Ultra•Post® Integrated People Counting

Sensormatic announces the availability of the Ultra•Post® Integrated People Counting, a new component of the SmartEAS® integrated solutions. The ability to integrate people counting sensors into the Ultra•Post® pedestal helps ensure a simple and effective method of delivering essential operational information to the retailer. This solution can be used for new installations or retrofitted into existing systems.

People counting detects and counts shoppers entering and leaving the store, time stamping each count. This information is delivered to the SmartEAS® UltraLink® system where detailed reports can be generated for review. Data can be merged with Time & Attendance systems to optimize staffing, and marketing systems to rank advertising effectiveness.

Combining the intelligence of UltraLink®, retailers can take full advantage of people counting data.

Key Benefits

1. **Provides accurate people counts:** Captures highly accurate people counting data; therefore, assisting with measuring the success of ad campaigns, identify shopping peaks, scheduling employees efficiently and more.

2. **Improved store aesthetics:** By utilizing unobtrusive infrared sensors integrated into the Ultra•Post® pedestal housing; this solution is invisible to the customer.

3. **Seamless Integration:** The integrated people counting device fits seamlessly into the Ultra•Post® top cap with no external mounting, and fully integrates with UltraLink® Alarm Management.

tyco / Safety Products

www.protectit.ru

Web Reporting Software

People counting data is delivered to the UltraLink® system through the store's network where it can be sorted, reported and studied. SmartEAS® Web Reporting generates the people count information in a variety of formats based on specific needs, providing an easy-to-use, centralized web portal to review people counting data. At any time of the day, from any internet connection business critical data can be viewed.

This software is available in two reporting models:

- The retailer managed model allows authorized users to access secure SmartEAS® reports within the retailer's network or
- The ADT managed reporting model allows authorized users' access through www.smarteasweblink.com.

Additional reporting software is not required on individual computers to view reports.

System Requirements

The connection requires both a hard wire hook-up and additional software configurations on the network's system for the UltraLink® to transmit data.

Ultra•Post® Integrated People Counting must be connected to the UltraLink® to deliver store information, generating detailed reports for review.

The connections and software configurations will require the cooperation of the retailer's IT (Information Technology) group.

System Component

The people counting lens is installed in the top cap of the Ultra•Post® pedestals. People are counted as they pass between the pedestals. Separate counts are maintained for people passing in and out (example: "1 in" and/or "1 out").

This integration does not replace or interfere with the alarm lights and tone which will continue to operate independently for EAS detection.

Sensors location

Assistance

For more information about Ultra•Post® Integrated People Counting please visit us at www.sensormatic.com

tyco / Safety Products