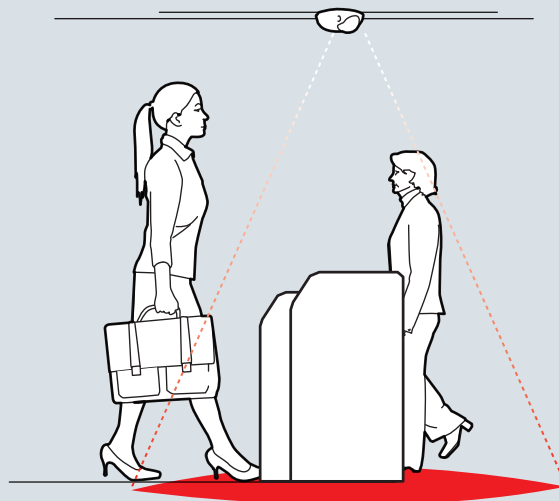


Cognimatics® is the global leader in embedded video analytics. The company offers effective and innovative imaging products for the retail and transportation sectors.

# COGNIMATICS

When an image is not just an image

## TrueView One Way®



**MANY BUILDINGS INCLUDE CRITICAL PASSAGEWAYS** where people are required to move in one direction. The reasons could be both security and safety. Retail customers are sometimes not allowed to exit through the entrance in order to prevent theft. For safety at airports, passengers may not enter a safety sluice in the wrong direction. The need to control these critical passageways may require both expensive physical barriers and extra staff.

**BASED ON COGNIMATICS' PATENT PENDING TECHNOLOGY**

for video analytics, **TrueView One Way®** offers a cost efficient, scalable, and easy-to-install tool in order to prevent people from moving in the wrong direction. It is a powerful stand-alone application embedded directly in standard IP cameras. It is built on **TrueView People Counter®** and includes all its functionality.



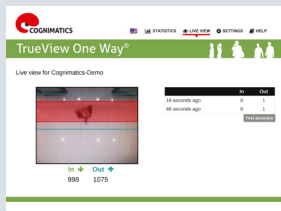
## BENEFITS FROM ONE WAY SENSING

Let TrueView One Way® be a central tool for improving your access control system.

- Reduce theft.
- Reduce or remove cost for physical barriers.
- Reduce cost for manual monitoring.
- Includes a fully featured TrueView People Counter®
- Clear and short return on investment.



Axis M3006 equipped with TrueView One Way® offers an unmatched stand alone image processing solution, not requiring a PC for One Way sensing.



The unit detects in real time when somebody moves in the wrong direction. On detection it could send e-mail, play sound files, I/O outputs etc.



Set all parameters with minimum effort and optimize the counting zone using simple slide bars.

## REPORTING

TrueView One Way® lets you view important statistics like:

- Number of visitors,
- Number of people moving in the wrong direction, and
- Number of people moving in the right direction.

Data is updated in real time by logging into the camera via your web browser. It does not require any additional software. With the additional software package TrueView Web Report® you get a powerful statistics tool that works seamlessly with TrueView One Way®. It helps you analyze the data, manage multi-site people counting and compare with

- Point of Sales data,
- Daily weather conditions
- Marketing statistics
- Staffing levels etc.

## SYSTEM OVERVIEW

TrueView One Way® is an automated stand-alone, one way passageway control system for ceiling mounted cameras, that is powered by Cognimatics' leading patent pending image processing software. The unit detects in real time when someone moves in the wrong direction. The detection event can be used to send video clips, e-mails, play sound files, etc. enabling you to act. The installation is so easy that it can be performed and maintained by your own staff. Furthermore, accessing the camera over IP is very cost efficient for maintenance, where you can manage camera and software remotely.

TrueView One Way® runs directly on standard IP cameras, and data can be retrieved for analysis on timed intervals. The software is modular and completely autonomous with all processing done on the camera's CPU, requiring no dedicated PC. Manage, analyze and view data from any number of units and from multiple sites, using TrueView Web Report®.

## CONTACT INFORMATION

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## ABOUT COGNIMATICS

Cognimatics, the leader in Cognitive Vision, has its roots at the Mathematical Department at Lund University, Sweden. With a team of world leading researchers from the field of Video Analytics, Cognimatics' technology rests on a sound scientific foundation.

## COMPANY MISSION

Cognimatics works in close cooperation with the university to take new results from research to the market efficiently.

## VIDEO ANALYTICS

Video analytics is a field of research, where the goal is to teach computers to interpret image streams intelligently like humans do. Cognimatics, the global leader in embedded video analytics, is dedicated to providing efficient and innovative imaging products the retail and transportation sectors.

## FEATURES

- Detect people moving in the wrong direction in real time.
- Trigger and manage alarm using standard protocols.
- Easy to install and setup.
- Easy parameter backup.
- Maintain your TrueView One Way® remotely over IP, set and monitor parameters.
- Seamless integration with TrueView Web Report®.
- Push counting data automatically from camera to TrueView Web Report®.

- Unlimited number of cameras to a site or portfolio of sites when combined with TrueView Web Report®.
- Two way counting: counts people moving in two directions simultaneously.
- Accurate counting even under high density conditions or with baby carriages or trolleys present.
- Leading digital image processing minimizes shadow and reflection problems.
- Open protocol lets you integrate with data from Point of Sales and other systems.

## SPECIFICATIONS

- Fully embedded.
- For recommended mounting height and useful tools to help calculate how many cameras are needed visit cognimatics.com
- For insights into recommended camera models and camera manufacturers please visit cognimatics.com