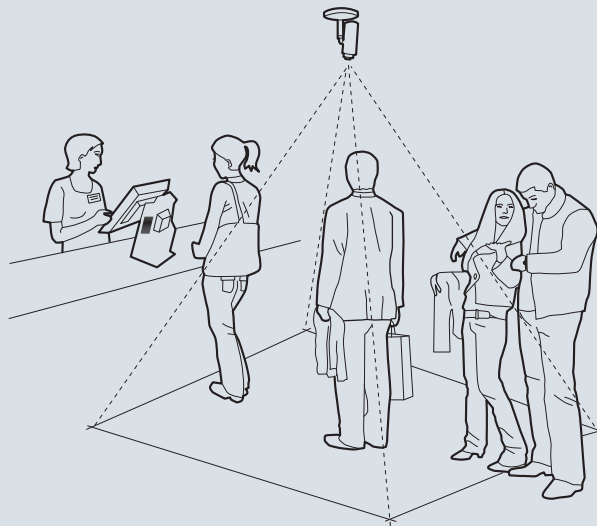


Cognimatics® is the global leader in embedded video analytics. The company offers effective and innovative imaging products for the retail and transportation sectors.

# COGNIMATICS

When an image is not just an image

## TrueView Queue®



**QUEUEING** is one of the most critical and emotional parts of a retail operation. Most people dislike queues. Not surprisingly, research shows that queueing at the checkout is the main cause of customer dissatisfaction in retail. Short wait times together with optimum deployment of personnel at the checkout are therefore key to enhance the customer experience and encourage spending.

**BASED ON COGNIMATICS' PATENT PENDING TECHNOLOGY** for video analytics, TrueView Queue® offers a cost efficient, scalable, and easy-to-install tool for queue measurement. It is a powerful stand-alone application embedded directly in standard IP cameras, allowing users to leverage existing IP networks. All video analytics are done locally on the camera dramatically reducing Ethernet bandwidth requirements.



## BENEFITS FROM QUEUE MEASUREMENT

Use effective queue measurement to improve the performance of your business:

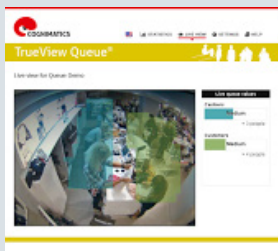
- Minimize time spent in queue.
- Build enduring customer loyalty.
- Encourage spending.
- Increase customer satisfaction.
- Analyze trends and evaluate advertising and promotions.
- Improve staff planning and determine optimal opening hours.



Axis M3006 equipped with TrueView Queue® offers an unmatched stand alone solution, not requiring a PC, for queue measurement.



The unit detects in real time how many people are queueing and can send alarms if a threshold is reached.



Set all parameters with minimum effort and optimize your regions of interest.

## REPORTING

TrueView Queue® gives you valuable retail analytics such as:

- Hours of medium queue.
- Hours of long queue.
- Approximate number of people in queue.

Data is updated in real time by logging into the camera via your web browser. With the software package TrueView Web Report®, you get a powerful statistics tool that works seamlessly with TrueView Queue®. It helps you analyze queueing data, manage multi-site and multiple camera installations, and export data to compare with:

- Point of Sales data,
- daily weather conditions,
- marketing statistics etc.

## SYSTEM OVERVIEW

TrueView Queue® is an automated stand-alone queue measurement for ceiling mounted cameras, that is powered by Cognimatics' leading, patent pending, image processing software. The unit detects in real time if queue activity is medium or high. If queue length exceeds a user defined threshold, the unit can be set to immediately send video clips, e-mail, SMS, play sound files, etc. 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.

TrueView Queue® runs directly on your standard IP-cameras, and data can be retrieved for analysis on timed intervals. The software is modular and completely autonomous with all counting 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

- Automated system, operated in real time, fully embedded into IP cameras.
- Handles up to three interest regions (queue areas) in one camera.
- Can also be used to analyze other in store activities such as hotspots.
- Easy to install and setup.
- Easy parameter backup.

- Maintain your TrueView Queue remotely over IP, set and monitor parameters, download or stream video.
- Seamless integration with TrueView Web Report®.
- Push 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®.
- Open protocol lets you integrate with data from Point of Sales and other systems.

## SPECIFICATIONS

- Fully embedded.
- For insights into recommended camera models and camera manufacturers please visit cognimatics.com