FootfallCam 3D Plus-LC™

FootfallCam 3D Plus-LC™ is specially designed for retail stores which have low ceiling (2.1m-2.4m). FootfallCam 3D Plus-LC™ embedded with a powerful 1GHz processor, specifically to run its complex video processing algorithm. Our GPU Processor is powered by the latest algorithm which uses both colour and texture pattern to identify the person, producing far superior accuracy than when using colour pattern alone. FootfallCam is equipped with lenses which provide super wide-angle view in ensuring good depth of view as compared to telephoto lenses. The wide field of view will also make sure a complete coverage to achieve the highest accuracy.

Key Features

- Stereo Vision Technology
- Bi-directional counting
- Accurate Counting with Video Proof
- Leading Image processing technology
- Most powerful processor
- Dual Operating System
- Hardware Watchdog
- Flush Mounting Compatible
- Privacy Secure
- Easy to Install and Set Up
- Power over Ethernet

5x Metrics in 1 Counter

1. Visitor Count
Counting Ins and outs, (measure store performance, find out if bad performing stores were due to low footfall or bad sales effort, measure marketing response.)

2. Window conversion rate
Measure if any promotional campaign or shop window display has driven traffic.

3. Returning Customer Tracker
Track whether they are the returning customer since every customer would have their unique identifier by using smartphone
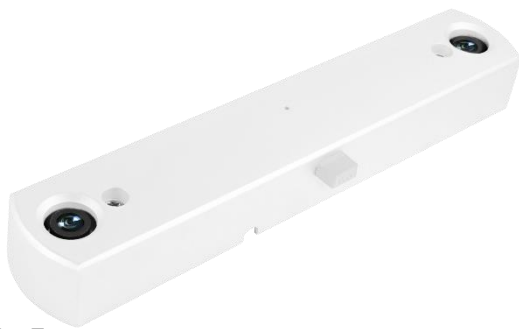
4. Dwell Time
Measure the duration of the customers stay in the stores

5. Cross Shopping
Identify cross shoppers by comparing the unique identifier and detecting the matching unique identifier in different stores.

Power Unit Specifications

Power Over Ethernet (PoE)	Yes (IEEE802.3at)
PoE Mode	Mode B
Consumption	5w
AC input	110V – 240V, 50/60Hz

Software Specifications

Interface	Http; Https
User Levels	2 levels: Administrator, Standard User
Operating System	Footfall Counter OS
Ethernet	10/100 Mb Ethernet
Time	NTP, Adjustable time zone, automatic day light saving adjustments
Data Delivery	TCP/IP
Database Type	SQLite
Report format	csv, .xml, .txt
Data Storage	50 Years storage with auto sync
Data Backup	Yes

Counter Tracking Coverage Table

Ceiling Height	Coverage Area
2.1	1.47 x 1.32 m
2.2	1.66 x 1.49 m
2.3	1.84 x 1.65 m
2.4	2.29 x 1.82 m

Key Specifications

Device Dimension	Device dimensions (WxDxH): 246mm x 46mm x 28mm Packing dimensions (WxDxH):255mm x 210mm x 55mm
Weight	Device weight: 0.6 kg; Package weight: 1.02kg
Cameras	2x 5MP resolutions Lens: Parabolic 140° - Specially designed lens to facilitate the focus of 3D images at extreme close range.
Ideal Mounting Height	2.1 metres-2.4 metres
Casing	Aluminum oxide alloy, Water and dust resistant
Field Upgradable	Auto Software upgrade
Power	Power over Ethernet: 47V DC, 0.12A (6W)
Illumination	Minimum 300 lux
LEDs	LEDs troubleshooting for counting issues
Environmental Specs	Operating environment: Temperature 10°C to 45°C, Humidity 10% - 90% Storage environment: Temperature -40°C to 80°C, Humidity 10% - 95%
Output	5MP Omni vision 5647 Camera Module
Frame Rate	15 fps - Live Stream will only display 320x420 resolution to reduce bandwidth sent to database for verification purpose
Storage	Micro SD, 8 GB memory
Cabling	Cat5, Cat6
Tracking Technology	3D- Spacing Mapping Video tracking technology, Background removal on static objects
Firmware Feature	Dual Operating System, Hardware watchdog, Multicore processor
IP Rating	IP 31
Origin	Made in the UK

FootfallCam 3D Plus-NC™

FootfallCam 3D Plus-NC™ is suitable for the ceiling height (2.5m-3.5m) and is embedded with a powerful 1GHz processor, specifically to run its complex video processing algorithm. Our GPU Processor is powered by the latest algorithm which uses both colour and texture pattern to identify the person, producing far superior accuracy than when using colour pattern alone. FootfallCam is equipped with lenses which provide super wide-angle view in ensuring good depth of view as compared to telephoto lenses. The wide field of view will also make sure a complete coverage to achieve the highest accuracy.

Key Features

- Stereo Vision Technology
- Bi-directional counting
- Accurate Counting with Video Proof
- Leading Image processing technology
- Most powerful processor
- Dual Operating System
- Hardware Watchdog
- Flush Mounting Compatible
- Privacy Secure
- Easy to Install and Set Up
- Power over Ethernet

5x Metrics in 1 Counter

1. Visitor Count
Counting Ins and outs, (measure store performance, find out if bad performing stores were due to low footfall or bad sales effort, measure marketing response.)

2. Window conversion rate
Measure if any promotional campaign or shop window display has driven traffic.

3. Returning Customer Tracker
Track whether they are the returning customer since every customer would have their unique identifier by using smartphone
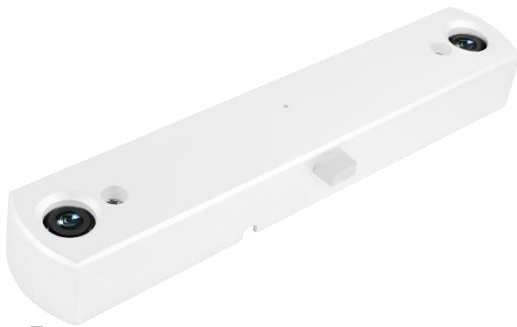
4. Dwell Time
Measure the duration of the customers stay in the stores

5. Cross Shopping
Identify cross shoppers by comparing the unique identifier and detecting the matching unique identifier in different stores.

Power Unit Specifications

Power Over Ethernet (PoE)	Yes (IEEE802.3at)
PoE Mode	Mode B
Consumption	5w
AC input	110V – 240V, 50/60Hz

Software Specifications

Interface	Http; Https
User Levels	2 levels: Administrator, Standard User
Operating System	Footfall Counter OS
Ethernet	10/100 Mb Ethernet
Time	NTP, Adjustable time zone, automatic day light saving adjustments
Data Delivery	TCP/IP
Database Type	SQLite
Report format	csv, .xml, .txt
Data Storage	50 Years storage with auto sync
Data Backup	Yes

Key Specifications

Device Dimension	Device dimensions (WxDxH): 246mm x 46mm x 28mm Packing dimensions (WxDxH):255mm x 210mm x 55mm
Weight	Device weight: 0.6 kg; Package weight: 1.02kg
Cameras	2x 5MP resolutions Lens: 90° - Versatile ceiling height range. Accommodate most installation environment
Ideal Mounting Height	2.5 metres-3.5 metres
Casing	Aluminum oxide alloy, Water and dust resistant
Field Upgradable	Auto Software upgrade
Power	Power over Ethernet: 47V DC, 0.12A (6W)
Illumination	Minimum 300 lux
LEDs	LEDs troubleshooting for counting issues
Environmental Specs	Operating environment: Temperature 10°C to 45°C, Humidity 10% - 90% Storage environment: Temperature -40°C to 80°C, Humidity 10% - 95%
Output	5MP Omni vision 5647 Camera Module
Frame Rate	15 fps - Live Stream will only display 320x420 resolution to reduce bandwidth sent to database for verification purpose
Storage	Micro SD, 8 GB memory
Cabling	Cat5, Cat6
Tracking Technology	3D- Spacing Mapping Video tracking technology, Background removal on static objects
Firmware Feature	Dual Operating System, Hardware watchdog, Multicore processor
IP Rating	IP 31
Origin	Made in the UK

Counter Tracking Coverage Table

Ceiling Height	Coverage Area
2.5	2.49 x 1.98 m
2.6	2.70 x 2.15 m
2.7	2.91 x 2.31 m
2.8	3.12 x 2.48 m
2.9	3.32 x 2.65 m
3.0	3.53 x 2.81 m
3.1	3.74 x 2.98 m
3.2	3.95 x 3.14 m
3.3	4.16 x 3.31 m
3.4	4.36 x 3.47 m
3.5	4.57 x 3.64 m

FootfallCam 3D Plus-HC™

FootfallCam 3D Plus-HC™ is suitable for the ceiling height (3.6m-4.5m) and is embedded with a powerful 1GHz processor, specifically to run its complex video processing algorithm. Our GPU Processor is powered by the latest algorithm which uses both colour and texture pattern to identify the person, producing far superior accuracy than when using colour pattern alone. FootfallCam is equipped with lenses which provide super wide-angle view in ensuring good depth of view as compared to telephoto lenses. The wide field of view will also make sure a complete coverage to achieve the highest accuracy.

Key Features

- Stereo Vision Technology
- Bi-directional counting
- Accurate Counting with Video Proof
- Leading Image processing technology
- Most powerful processor
- Dual Operating System
- Hardware Watchdog
- Flush Mounting Compatible
- Privacy Secure
- Easy to Install and Set Up
- Power over Ethernet

5x Metrics in 1 Counter

1. Visitor Count
Counting Ins and outs, (measure store performance, find out if bad performing stores were due to low footfall or bad sales effort, measure marketing response.)

2. Window conversion rate
Measure if any promotional campaign or shop window display has driven traffic.

3. Returning Customer Tracker
Track whether they are the returning customer since every customer would have their unique identifier by using smartphone
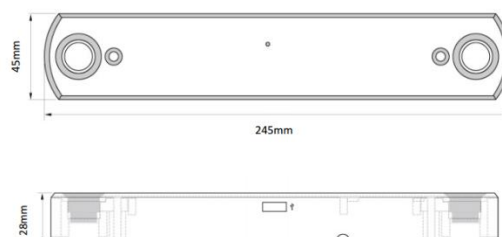
4. Dwell Time
Measure the duration of the customers stay in the stores

5. Cross Shopping
Identify cross shoppers by comparing the unique identifier and detecting the matching unique identifier in different stores.

Power Unit Specifications

Power Over Ethernet (PoE)	Yes (IEEE802.3at)
PoE Mode	Mode B
Consumption	5w
AC input	110V – 240V, 50/60Hz

Software Specifications

Interface	Http; Https
User Levels	2 levels: Administrator, Standard User
Operating System	Footfall Counter OS
Ethernet	10/100 Mb Ethernet
Time	NTP, Adjustable time zone, automatic day light saving adjustments
Data Delivery	TCP/IP
Database Type	SQLite
Report format	csv, .xml, .txt
Data Storage	50 Years storage with auto sync
Data Backup	Yes

Key Specifications

Device Dimension	Device dimensions (WxDxH): 246mm x 46mm x 28mm Packing dimensions (WxDxH):255mm x 210mm x 55mm
Weight	Device weight: 0.6 kg; Package weight: 1.02kg
Cameras	2x 5MP resolutions Lens: 65° - Designed for high ceiling installation environment.
Ideal Mounting Height	3.6 metres-4.5 metres - For ceiling height >4.5 metres, FootfallCam recommend to use wall bracket or drop pole.
Casing	Aluminum oxide alloy, Water and dust resistant
Field Upgradable	Auto Software upgrade
Power	Power over Ethernet: 47V DC, 0.12A (6W)
Illumination	Minimum 300 lux
LEDs	LEDs troubleshooting for counting issues
Environmental Specs	Operating environment: Temperature 10°C to 45°C, Humidity 10% - 90% Storage environment: Temperature -40°C to 80°C, Humidity 10% - 95%
Output	5MP Omni vision 5647 Camera Module
Frame Rate	15 fps - Live Stream will only display 320x420 resolution to reduce bandwidth sent to database for verification purpose
Storage	Micro SD, 8 GB memory
Cabling	Cat5, Cat6
Tracking Technology	3D- Spacing Mapping Video tracking technology, Background removal on static objects
Firmware Feature	Dual Operating System, Hardware watchdog, Multicore processor
IP Rating	IP 31
Origin	Made in the UK

Counter Tracking Coverage Table

Ceiling Height	Coverage Area
3.6	2.56 x 2.03 m
3.7	2.67 x 2.12 m
3.8	2.78 x 2.21 m
3.9	2.89 x 2.30 m
4.0	3.00 x 2.39 m
4.1	3.11 x 2.48 m
4.2	3.22 x 2.56 m
4.3	3.33 x 2.65 m
4.4	3.44 x 2.74 m
4.5	3.55 x 2.83 m

FootfallCam Product Comparison Table

Model	FootfallCam 3D Plus-LC™	FootfallCam 3D Plus-NC™	FootfallCam 3D Plus-HC™
Lens	Parabolic 140°	90°	65°
Ideal Mounting Height	2.1 metres – 2.4 metres	2.5 metres – 3.5 metres	3.6 metres – 4.5 metres
Description	Specially designed lens to facilitate the focus of 3D images at extreme close range.	Well-engineered lens and stereo camera distance for the calculation of the 3D image within the distance of 0.9m to 2.5m	Narrowest lens for best utilisation of pixel to calculate stereo image within further distance
Coverage Area (m) (Horizontal FOV x Vertical FOV)			
2.1	1.47 x 1.32 m		
2.2	1.66 x 1.49 m		
2.3	1.84 x 1.65 m		
2.4	2.29 x 1.82 m		
2.5		2.49 x 1.98 m	
2.6		2.70 x 2.15 m	
2.7		2.91 x 2.31 m	
2.8		3.12 x 2.48 m	
2.9		3.32 x 2.65 m	
3.0		3.53 x 2.81 m	
3.1		3.74 x 2.98 m	
3.2		3.95 x 3.14 m	
3.3		4.16 x 3.31 m	
3.4		4.36 x 3.47 m	
3.5		4.57 x 3.64 m	
3.6			2.56 x 2.03 m
3.7			2.67 x 2.12 m
3.8			2.78 x 2.21 m
3.9			2.89 x 2.30 m
4.0			3.00 x 2.39 m
4.1			3.11 x 2.48 m
4.2			3.22 x 2.56 m
4.3			3.33 x 2.65 m
4.4			3.44 x 2.74 m
4.5			3.55 x 2.83 m