

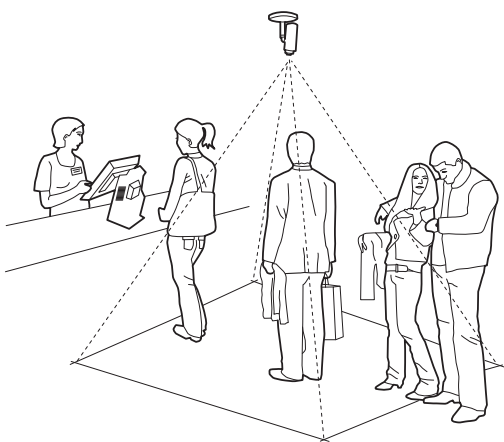
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Cognimatics® is the global leader in Cognitive Vision. The company offers efficient and innovative imaging products for Intelligent Retail and Transportation Surveillance.

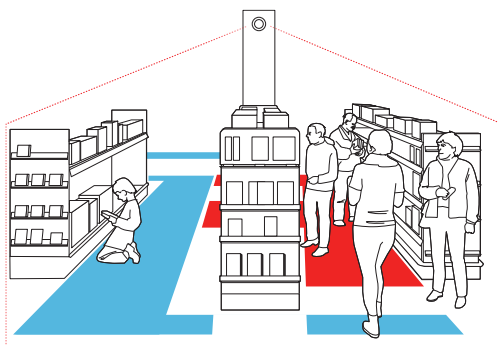


Camera-based Heatmap

Product Overview
Cognimatics Industrial applications



Long queues? TrueView Heatmap® sends an alert.



TrueView Heatmap® gives you easy access to traffic patterns inside your store directly in the camera.

TrueView Heatmap®

fully embedded for Axis IP cameras

TrueView Heatmap® is a powerful and flexible tool for measuring activity and traffic patterns in stores and other indoor environments. Use it to test and optimize your store layout, or set it to generate alerts based on activity, like for example sending a message when queues are too long. Data can be viewed in visual heatmap format or as graphs for predefined areas. It runs fully embedded in standard ceiling mounted or wall mounted network cameras. A camera running **TrueView Heatmap®** can at the same time also be used as a standard camera for surveillance, potentially reducing the total project hardware cost.

Store design

The design of a store is crucial for the shopping experience. Having a well thought through and tested design can help leverage your business dramatically. Measuring how shoppers are using the space of your store gives you the information you need to test and optimize the store layout - potentially leading to improved space utilization and more satisfied and loyal customers. **TrueView Heatmap®** provides an easy-to-use tool that allows for a scientific approach to evaluate store design changes. The product can help you to pinpoint problem areas, find the best merchandising spots for product campaigns, set shelf rent based on traffic patterns inside store, staff your cash registers based on automatic queue length alerts, and more.

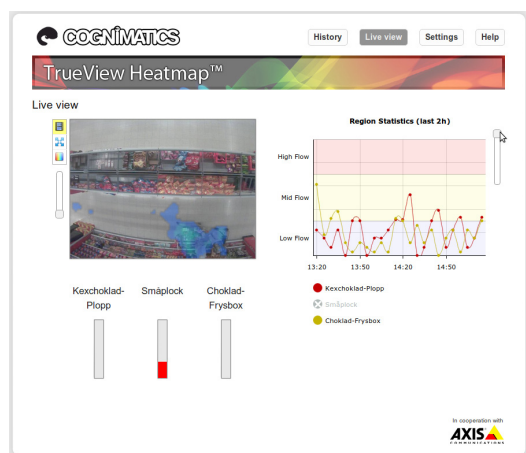
Data monitoring

TrueView Heatmap® data output can be analyzed directly in the camera by using a standard web browser and pointing it to the camera's URL. After a few clicks with the mouse the user can view traffic patterns over the last minutes, hour and half day. **TrueView Heatmap®** data can also be stored permanently on server and analyzed over any period of time using the optional PC software package **TrueView Web Report®**.

Reporting

Data can be viewed directly in the camera by pointing your web browser to the URL of the camera. It does not require any additional software.

With the additional software package **TrueView Web Report®** you get a powerful tool that works seamlessly with **TrueView Heatmap®**. **TrueView Web Report®** gives you efficient storage of historical data and easy access and analysis of traffic patterns over any available time period. **TrueView Web Report®** is perfect for managing multi-site installations and can be accessed from any physical location using a standard web based interface.



TrueView Heatmap® Live View page.



TrueView Heatmap® runs fully embedded in standard ceiling mounted or wall mounted network cameras. While running TrueView Heatmap® the camera can also be used as a standard camera to for example surveillance.

System overview

TrueView Heatmap® is a stand-alone intelligent video application embedded directly in standard network cameras. All video analytics is done directly on the camera - at the edge - giving a cost efficient, scalable, and very easy-to-use solution that requires no dedicated PC. The complete solution is easily installed in an existing local area network and configuration can be done at any physical location using a standard web based interface. The installation is so easy that it can be done and maintained by local staff with basic network experience. **TrueView** Heatmap® is powered by Cognimatics' leading patent pending technology for intelligent video.

Features

- Camera can be used for both surveillance and heatmap analysis at the same time.
- Automated system, operated in real time.
- Fully embedded into network camera.
- Easy to install and setup.
- Define interest areas and view historic activity as graphs.
- Trigger alerts when activity is high.
- View heatmap data directly in camera.
- Store and analyze data over any available period of time using **TrueView** Web Report®.
- Maintain the product remotely over IP, set and monitor parameters, download or stream video.
- Leading digital image processing minimizes shadow and reflection problems.

Specifications

- Fully embedded.
- Mounting: ceiling or wall
- For indoor use
- Platforms: AXIS ARTPEC-3 chip set cameras.
- Browser support: Mozilla Firefox 3.x, Safari 3.x, Internet Explorer 7 or higher.

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 Cognitive Vision, 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.

COGNITIVE VISION

Cognitive vision is a field of research, where the goal is to teach computers to interpret images intelligently like humans do. It includes both Intelligent Video and still image analysis. Cognimatics, the global leader in Cognitive Vision, is dedicated to providing efficient and innovative products within its two business segments - Intelligent Retail Surveillance and Mobile Communications.

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