




CATALYST

A Li & Fung Company 

CATALYST FOOTFALL COUNTER

Footfall counter is a compact and easy to install network camera. Discrete and non-invasive, it is specifically designed for retail stores, addressing the need for a cost effective people counter to monitor traffic coming both IN and OUT of the store. The camera is mounted on the ceiling of the entrance, perpendicular to the people passing by.

Footfall Counter can measure 4 key metrics with wi-fi tracking features:

1. Window conversion rate

Measure the effectiveness of promotional campaigns or shop window displays in driving traffic in to the store.

2. Returning customer tracker

Track returning customers - each customer is uniquely identified via their smart phone device

their unique identifier by using smartphone.

3. Dwell time

Duration customers stay in the store.

4. Video counting

Counting ins and outs, store performance, benchmark. Find out if poor performing stores were due to low footfall or poor sales effort. Measure marketing response, determine traffic pattern and trends, better staff planning.



General Specifications

Device Dimension	Device dimensions (WxDxH): 90x 92x 40mm ; Packing dimensions (WxDxH):180x 220x 100mm
Weight	Device weight: 660 g ; Package weight: 1 kg
Lens	Min. height 2 meters, Max. height 6 meters; 104° horizontal angle of view
Casing	Aluminium oxide alloy , Water and dust resistant
Field Upgradable	Auto Software upgrade
Power	Power over Ethernet : 47V DC, 0.12A (6W)
LEDs	Power On, Network Status, Counter Status
Environmental Specs.	Operating environment: Temperature 10°C to 45°C, Humidity 10% to 90% Storage environment: Temperature -40°C to 80°C, Humidity 10% to 95%
Included Content	Footfall counter, Power adapter (100V-240V AC), Installation Manual, Warranty, Web-based control panel



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General Specifications continued

Included Content	Footfall counter, Power adapter (100V-240V AC), Installation Manual, Warranty, Web-based control panel
Sensors	1/4 inch CMOS (5MP resolution)
Output	5MP Omnivision 5647 Camera Module
Frame Rate	15 fps
Edge Stor	Micro SD, 8 GB memory

Network and System

Interface	Http
User Levels	2 levels: Administrator, Standard User
Operating System	Footfall Counter OS
Cabling	Cat5
Ethernet	10/100 Mb Ethernet
Time	NTP, Adjustable time zone, automatic day light saving adjustments
Data Delivery	TCP/IP
Database Type	SQLite
Report Format	Json, .csv, .xml
Network Usage	Daily max 12 Kbytes
Data Storage	5 Years storage with auto synchronization