

# KiwiVision People Counter

Learn how people flow throughout your business

KiwiVision™ People Counter is a unified analytics module for Security Center Omnicast™. It counts people in a camera's field of view so you can gain new insights on your business activity and monitor the flow of people. From improving the layout of your building, knowing when occupancy reaches a certain threshold, to better understanding the flow of visitors in your store.

## It doesn't have to be complicated

It's costly and complex for businesses to use more intrusive tracking methods such as turnstiles, card-controlled access, and dedicated top-down cameras. And then, to collect and analyze all that data into accurate people counting information.

## People Counter is a better way

Our unified platform makes this video analytics module easy to set up and cost-effective. It can be added to existing cameras, with both angled and top-down field of views. More importantly, it's powered by deep learning technology, which gives you greater counting accuracy. The counting data can be viewed on live dashboards and generate notifications when occupancy exceeds your defined thresholds.

### Applications:

Video Surveillance

## Key benefits

Increased accuracy through deep learning to ignore all non-human objects

Maximize your security investment, with support for both top-down and tilted camera views

Visualize counts with dashboards in Security Center

A software-based solution which works on standard surveillance cameras

## Deployment examples



### Retail

With visitor counting, make faster and more informed decisions that ultimately increase consumer engagement and in-store profitability



### Transportation

Improve passengers' experience, and gain real-time information on bottlenecks and flow within every station and terminal



### Corporate buildings

Understand your staff and measure the usage of common areas such as conference rooms and other facilities

## Camera requirements for people counting analytics

Function	Requirement
Camera views	<ul style="list-style-type: none"> <li>• Top-down (90° from the ceiling)</li> <li>• Tilted (45° from the ceiling)</li> </ul>
The minimum distance between camera and ground	2.5 m
Minimum resolution (depends on camera view)	<ul style="list-style-type: none"> <li>• Top-down: 320 × 240 pixels</li> <li>• Tilted: 1280 × 720 pixels</li> </ul>
Minimum frame rate	8 fps
Maximum horizontal field of view	120°

## The interface



- 1** Visualize how many people went in and out over a certain period of time
- 2** Track the occupancy in target areas
- 3** Count people in both directions
- 4** Use top-down or tilted field of views