

People counter systems by Microlog

Smartcheck catalog

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Innovative
marketing
solutions

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Why should you use a peoplecounting system?

- It's more effective and easier to make decisions in a rational and responsible way based on objective data.
- Because constant statistical flow of data and analysis will help you in:
 - Monitoring your market and marketing activities.
 - Settling rent levels based on registered visitors.
 - Monitoring the conversion rate of visitors and buying clients.
 - Optimizing your sales- and facilitating staff.
 - Improving security areas.

Why choose Microlog?

- Microlog is able to supply tailor-made solutions for every specific people counting related request. If it is one shop or a shopping mall or even if there are several shopping malls.
- Being the developer, producer and supplier of the peoplecounting systems for more than 20 years, Microlog has detailed knowledge of the costumers needs and the products opportunities.
- The system is modular based so that investments from the past keep their value in the future.
- Due to the constant research and development new products and possibilities will be introduced in regular time frames.
- Microlog has become synonymous of high quality and best customer service, proven accurate and reliable time after time.

- Furthermore it will help you to evaluate critical policy indicators as:
 - Average time spent by clients inside your shop.
 - Attractiveness of your shops exterior, meaning dividing the people passing with the people entering your shop.
 - Attractiveness of your shops internal areas.
 - Attractiveness on a product level.
- Moreover, in order to justify the investment it is also necessary that the system is:
 - Easy to use compared to the produced benefits.

Why use SmartCheck?

- It is easy and cheap to install: being a wireless system, powered by batteries, suitable for every architecture.
- Because of it is intelligence: it recognizes directions, it doesn't count a glass door, stores data for over 6 months.
- Because it is flexibility: compact modular built, can be integrated in security gates, has a wide range of accessories.
- Through it's power full and easy to use software you'll be able to make important policy decisions based on objective data.
- Because it has many and efficient diagnostics tools in order to optimize the maintenance.

These features make the peoplecounter SmartCheck unique and essential tool for modern and effective management.

Counting technologies

There are several different technics for counting people. For a right result tailor-made solutions are a must. Thanks to its long experience in developing, producing and marketing of people counting systems, Microlog has the best solution quality and moneywise, is known as the right partner for all peoplecounting related issues and has earned the respect and the satisfaction of its customers.

- **Horizontal Reading:** It is characterized by an horizontal photoelectric barrier counting. It is possible to determine the people direction and discriminate something that we haven't to count, like the upright of a glass door, an arm or an umbrella. The horizontal reading is the most applied technology through high quality/price ratio, it is robust and reliable. The only limit it has, (in case of wide openings), is to discriminate two or more people passing through the entrance side by side. Anyway there are many effective statistical techniques and error correction methods that allow you to obtain optimal result (under conditions of high people flow). Most of the SMARTCHECK models have horizontal reading technology. They are highly integrated (in the same product are integrated sensors, counting and communication units) and they allow a very low consumption with long battery life (more than one year). There for they can be installed in places which are very difficult to be cabled or only at high costs, but it is still possible to cable them.



- **Vertical reading:** There are basic 2 vertical reading techniques: The first one is based on optical camera in the visible field. This solutions is ideal for very complex scenes (overview) and to identify the density and analyse various areas. Thanks to the high resolution cameras it is possible using intelligent algorithms to trace the movement (tracking) of people and their faces when they watch the shop window. When you need a direct counting at the door, it is less efficient because it can be influenced by the shadows, the reflection and/or the area brightness conditions. The second solution is based on thermal camera sensible to the human body temperature. It has been designed specifically for people counting and provides a good detection when it is correctly positioned, it understands even the shopping trolleys. The covered area is approximately 4 square meters (depending of the height) and counting is determined crossing an ideal line. In case of big entrance it is possible to use more sensors joined together each other in a network. In order to maximize the results with a vertical counting reader, a specialized the installer is required.



Smartcheck Sets

SmartCheck sets are based on several counting devices that are different mainly for the export mode of the counted data (SD Memory, RS485 serial connection, USB, Ethernet, WiFi, GPRS).

The SmartCheck is battery powered, you also can supply it with electricity using the adapter SMRC01.

In order to help the customer to configure the system, Microlog propose also some all inclusive kits, including all the materials you need to monitor one entrance.

KIT

INTERFACE

Standalone Systems: CSR KIT

Cannot communicate

Standalone systems show the data only on the local display.

The Smartcheck cannot communicate with a PC.

Battery power supply.



Memory System: CMR KIT

The memory systems read passages and store them into an internal flash memory. It is possible to transfer data to a PC with a standard SD card.

Battery power supply.

Communicate whit a PC

- SMR-IMU

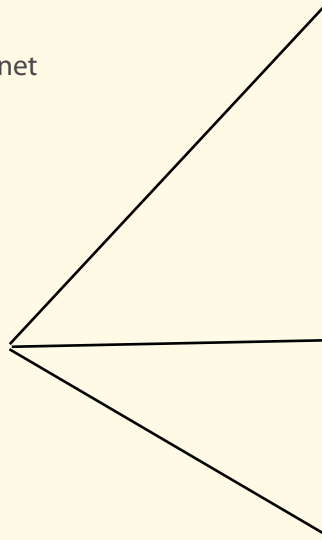


Wired System : CRR KIT

These devices are not battery powered but they are powered through a cable.

The counting system is bidirectional; it stores data in the device and it also send directly to a computer via RS485 (through a USB converter) or to a remote device via Ethernet or via GPRS.

Devices have rechargeables batteries, so they cannot lost internal clock.



SMR – IRU Ethernet connection (Computer Client or Web Server)



SMR – IRE connection (GPRS PC Client or Web Server)



SMR – IRG

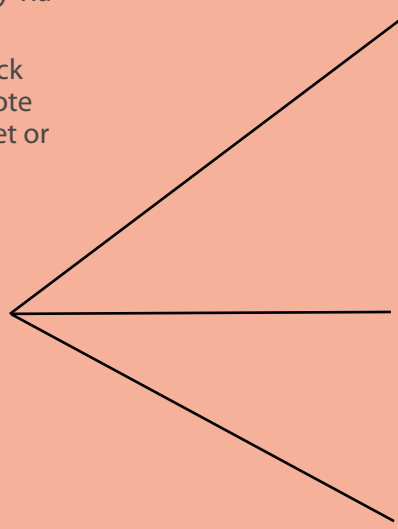


Wireless System: CWR KIT

The wireless systems read data and stores them into an internal flash memory. It could send them externally via wireless connection.

With a specific interface you can connect Smartcheck directly to a computer (through USB gate) or a remote device (computer client or a web server) via Ethernet or GPRS. Alimentazione a batterie .

Battery power supply.



SMR – IWU Ethernet connection (Computer Client or Web Server)



SMR – IWE connection (GPRS PC Client or Web Server)



SMR – IWH Computer connection



Software

Through the specific software the gathered data are arranged in easy to use statistics. In order to be efficient, the software has to be reliable, simple, complete, flexible and easy to integrate with other commercial software. Microlog has the possibility to provide different software levels, with a modular approach.

Our software starts from the simple availability of the data show in EXCEL sheet, pass through a LITE version with basic statistical functions and then to the FULL version that it is enhanced with more sophisticated statistic, diagnostic capabilities and web communication.

We have also a client/server solution that will allow you to manage unlimited shops (from a remote site) and to compare them, this is an Internet based solution. The database that provides access through a web browser, enabling management the service of outsourcing data.

Checkin software (for SmartCheck) is the result of over 20 years interaction with many high officials of the most important commercial centres and retail chains. The software is continually updated and improved, so that our customer always having the latest technology.

What are the possibilities of the Checkin software?

- Store the gathered data to a PC without time limits
- Analyse data (statistics, reports, graphics, average ratings, export data)
- Having a online diagnostic tool
- Connecting with counter devices like cash registers



What kind of statistics are available?

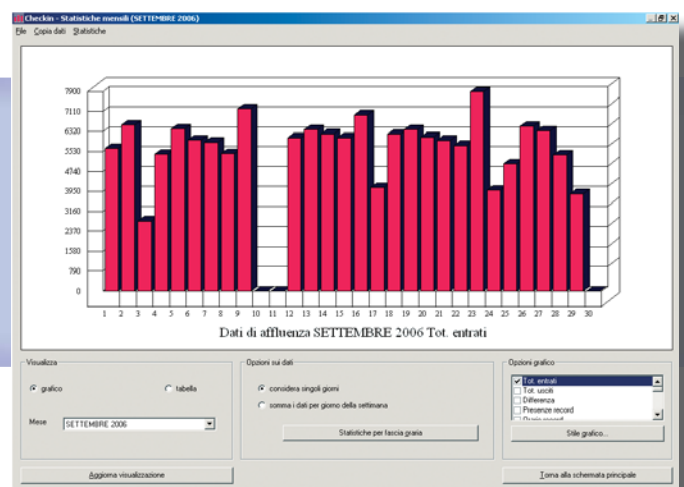
- Daily (grouping every 5', 15', 30' or 60').
- Weekly.
- Monthly
- Yearly
- Monthly comparison.
- Yearly comparison
- Averages over a period
- Hourly based averages
- Averages for every week days

Moreover:

- All data can be displayed in table or graphic mode; they are customizable and exportable to other software instruments (like Excel).
- Days annotations.
- Average values deviation.
- Inserting the values of turnover/number of receipts

Diagnostics:

- Sensor problems alarm
- Low batteries alarm.
- Date/time changing alarm.
- Alarm on excessive differences between entry-exit visitors.
- Missing data alarm.
- Communications failure alarm



Technical Features

Main technical features of SmartCheck components:

Functional features:

- Photoelectric beam mono or bidirectional depending on the models.
- Maximum distance: Emitter + Receiver 8m (2.5mt using a retro reflector)
- Counting filters programmable (for example, you can filter a glass door, a upright metal that cross the sensor's beams)
- 4 sliding digit on LCD display.
- 2 push buttons.
- Real time clock
- Flow storing every 5 minutes.
- Internal storage capacity: more than 6 months of data during 24 hours with details of 5 minutes

Electrical features:

- Nominal voltage: 3.6 V
- Power consumption: <2mW
- Power: 3 cell Lithium Thionyl Chloride batteries 3.6 V. Long duration (more than 1 year)
- Power supply (optional) to electrical plug 6-12VDC

Mechanical features:

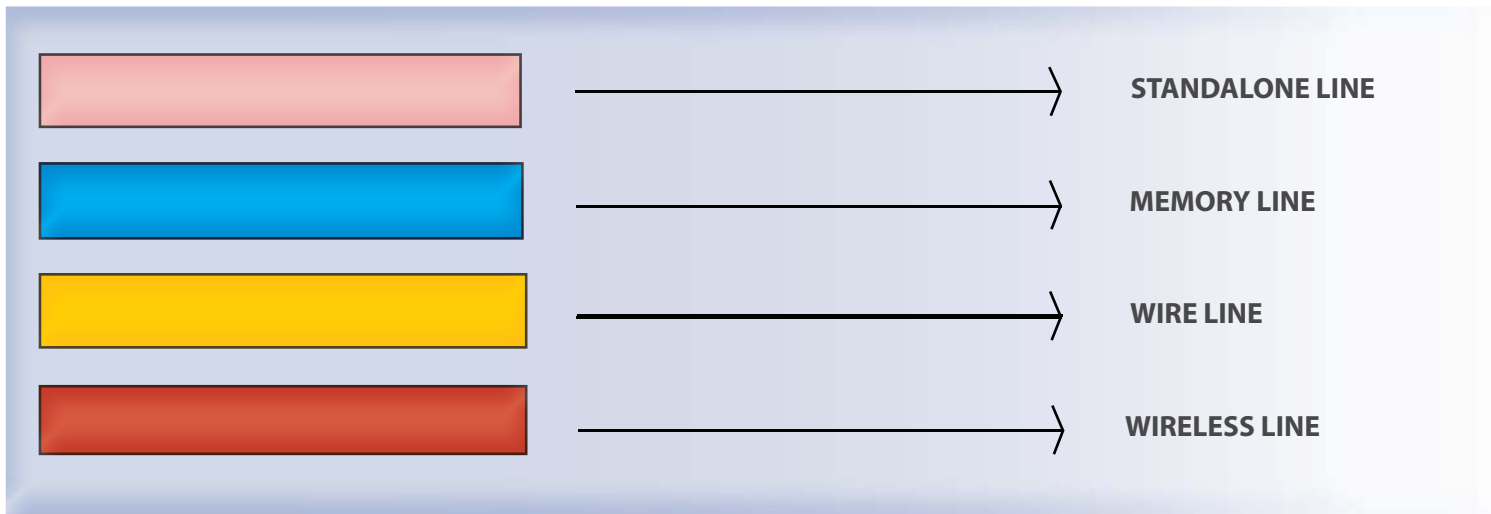
- Size: 64x120x22 mm
- Weight: 100 gr
- Material: ABS

Communication features:

- Radiofrequency LPD 433.125 - 433.125 MHz, Approved certified (RTT & E), 15 programmable channels.
- Asynchronous serial RS485 communication
- SD Card
- Addressable 1.....99



SMARTCHECK PRICELIST



AVAILABLE COLORS

