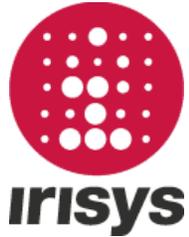




**Why Count People?  
&  
Why Choose Irisys?**



## Where is Counting People Used?

- **Retail – Malls, High Street Stores – trade KPI's**
- **Leisure – Sports & Concert venues,  
Casinos, Nightclubs,  
Museums, Galleries**
- **Business venues – exhibition & trade centres**
- **Banking – business KPI's**
- **Smart buildings & Tower Blocks – evacuation control**





## Where is Counting People Important?

### Consultative Selling or 'Specialist' Retailers:

- **Mobile Phone Shops**
- **Furniture**
- **Fashion**
- **Shoe Retail**



### High Throughput & General Retail:

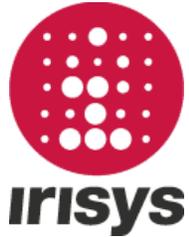
- **Large Chain Retail/ High Street Stores**
- **Electrical Goods**
- **Entertainment/CD/Games**
- **Sporting Goods**
- **Pharmacy**



## Why Count People?

- **MAXIMISE SALES** by monitoring 'Conversion Ratio' KPI
- **IMPROVE CUSTOMER SERVICE** by incentivising and targeting staff
- **MAXIMISE INDIVIDUAL STORES PERFORMANCE** by comparing with others, locally & regionally
- **MAXIMISE LABOUR RESOURCES** - match staff schedules & availability to customer demand (during ea day and day to day)
- **MONITOR EFFECTIVENESS OF SALES & MARKETING CAMPAIGNES OR NEW PRODUCT LAUNCHES** - Measure "Success of Change"
- **ENABLE STORE & REGIONAL MANAGERS TO MONITOR PERFORMANCE, TRAIN & COACH STAFF**
- **MAXIMISE RENTAL INCOME** - In Malls, align rental income for retail units which have the highest levels of passing footfall





## Why Count People & Why Good Data?

- If you want to analyze store performance correctly People Counting MUST be accurate.
- It is a 'false economy' to select a People Counting system on the basis of cost alone
- Accurate Data + Effective System = fast payback/ROI, & high benefit

Quotes from leading UK Retailers:

*“Because 1% increase in conversion = 4% increase in sales”*

*“Because Reality is not what you think it is”*

*“Because if you can't measure, you can't manage”*



## Why Count People?



The Times October 04, 2006

### Thermal Cameras Put Customer Needs In Focus

By Sarah Butler

**TESCO said that the installation of thermal-imaging cameras in every store to count the number of customers — and thereby help to improve service — had contributed to a better than expected rise in underlying sales.**

The supermarket group announced profits of £1.15 billion in the 26 weeks to August 26, up 12.5 per cent on the same period a year before and ahead of forecasts. Sales rose 12.7 per cent to £22.7 billion. Sir Terry Leahy, the chief executive, admitted that he had been surprised by the strength of consumer spending as Tesco stepped up underlying sales growth to 6.6 per cent in the UK in the three months to August 26, compared with 4.5 per cent in the previous quarter. However, analysts shied away from upgrading profit forecasts for the full year as Tesco said that it would spend £3.2 billion for the year, at the top end of expectations.

**The new tills and the thermal-imaging cameras, which Sir Terry said would help to cut queues by providing information on the demand for checkout staff, had helped to drive sales in the UK.**

He said that product ranges had been adapted to keep up with a new trend for healthy eating and suggested that, despite a squeeze on disposable income, shoppers were prepared to spend more to improve their diet. Sales of Tesco's premium ranges were rising at four times the rate of its normal own-label foods and organic sales increasing by 30 per cent.



**irisys**

## About Irisys

- Formed in 1996
- In-House development
- Unique infra-red array, design in the UK
- Product Areas:
  - People Counting
  - Thermal Imaging
  - Security
  - Healthcare

**Manufacturing Achievement Award**  
**2000 - Emerging Company of the Year**

**European Electronics Industry Award**  
**2003 - Research & Development**  
**2003 - Product Of The Year**

**Tech Track Award**  
**2003 - No 5 in the top 100**  
**2007 - No 52 in the top 100**

**Merlion Award**  
**2007 - Winner Open Category**

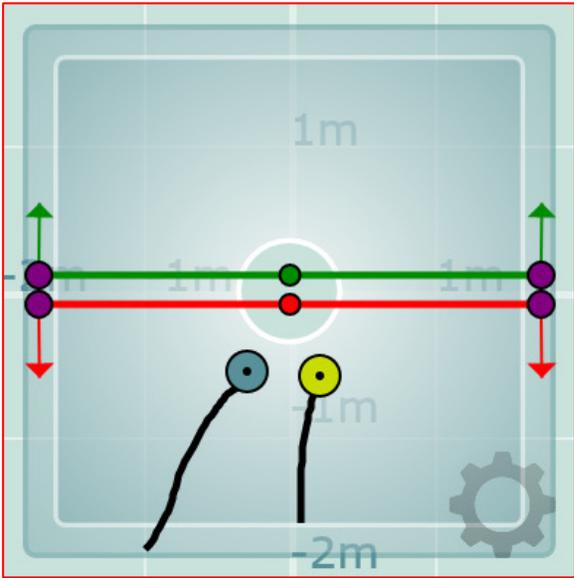


**Red Hot Intelligence**



# Irisys People Counter - Operation

- **Infra-red detection**
- **'Looks down' from above**
- **People are seen as thermal 'targets' within the field of view**
- **All targeting & counting carried out within the device**
- **Configurable count lines to suit installation**





## Irisys People Counter



Robust Housing for outdoor  
& industrial applications.

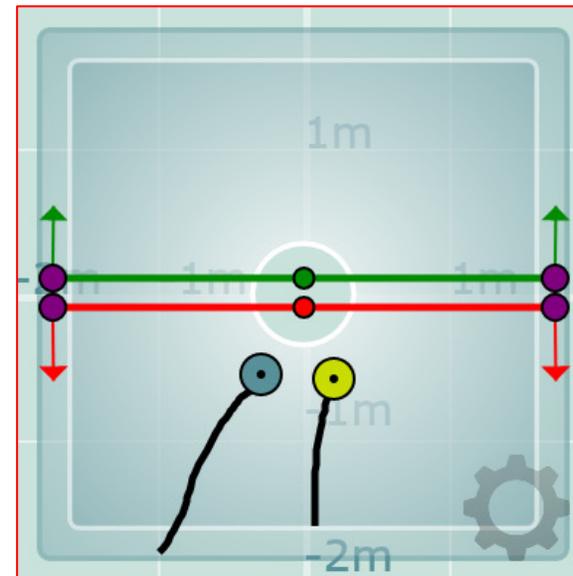


Aesthetic Housing for indoor  
& discreet applications.



## Irisys People Counter – Key Benefits

- **High Accuracy**
- **Extremely reliable**
- **No re-calibration needed**
- **Easily integrated (inc. IP)**
- **Operates in any lighting conditions**
- **Market proven**
- **Installed worldwide**





## Further Benefits of Irisys People Counter

- **IP Enabled units use RJ45 connections to enable efficient connection to Ethernet networks**
- **IP units have remote set-up and diagnostics to reduce onsite & support costs**
- **Wide range of mounting heights from 2.2m to 7m**
- **Solution providers can develop their own data gathering & reporting applications using a set of Programmer's APIs (Win32, .Net, Java and Linux)**
- **Irisys Data Harvester (incorporating an SQL Database) and reporting application also available for IP Counters. Provides a 'fast track' solution to delivering a fully working system.**
- **'Activity Map' function: Shows the movements of people through the detectors field of view, enabling identification of frequently taken routes and so most effective count line positioning**

