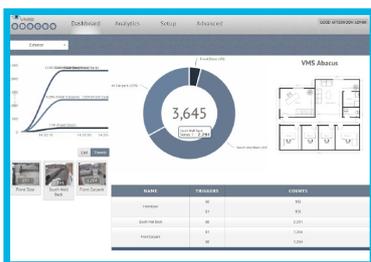


People Counting System

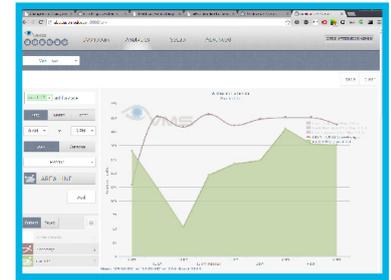
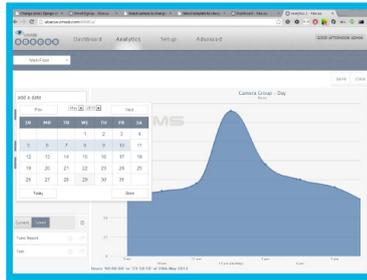
Abacus is a complete, flexible, future proof people counting solution from Visual Management Systems, the integrated security experts. Our technology products and solutions help our customers and partners to integrate and manage the world's largest and most complex security systems in airports, military bases, museums, city centres, national borders, retail malls, oil and gas assets and critical national infrastructure.

An unrivalled range of business benefits:

- Unrivalled insight into the behaviour of your visitors or customers.
- Instant access to all your data and reports to see what is going on in real time.
- The operational understanding you need to best organise resources and staff.
- Increased profitability from more efficient selling.
- Improved service levels and a better visitor and customer experience.
- The metrics and performance indicators you need in order to make the right management decisions.



We have designed Abacus to be the most complete, best value people counting system available



DATA OWNERSHIP

Whether cloud or local installation, you own the data.

SPEED

Incredibly fast start up speeds and the fastest analytics engine on the market.

INTELLIGENCE

Abacus delivers a self aware system which can, for example, reboot itself and repair software problems in cameras.

REPORTS

The Abacus reporting engine makes it easy to create bespoke management reports.

FLEXIBILITY

From retail to museums to offices to leisure sites: install and operate anywhere.

CLOUD SERVICE

The Abacus interface can be accessed anywhere via desktop or mobile browser.

USER MANAGEMENT

Complete and flexible system for managing users and permissions.

LIVE MONITORING SYSTEM

Abacus delivers a real time dashboard of live footfall information.

LIVE ALERTS

Abacus can easily be programmed to generate alerts by email or text.



How does it work?

Abacus uses *video analytics* technology inherent in modern IP CCTV cameras to accurately identify the presence and location of individual people within an area. Abacus is a software application with three components: a Counting Engine, a Database for storing the people counting data and a versatile User Interface (UI) through which users can interact with the software and data.

A key selling point of Abacus is the inclusion of the database. You will own all of your people counting data so that you can analyse and report on it with complete flexibility. This gives you the deepest possible insight into the behaviour of your customers.

Abacus Provides Managers with Crucial Insight into Customer Behaviour

The **Abacus** Dashboard and Report Generator provide real time and historic insight into the movement and behaviour of customers in, for example, a shopping mall or art gallery.

The Dashboard offers live graphs of visitor numbers. Operators can also view live cameras and home in on detailed footfall traffic in specific sub areas.

Depending on permissions, a user can create and share reports on footfall traffic by standard (day, week, month, year) or custom time periods to reveal trends and seasonality. The graphical format of reports can also be varied to include, for instance, pie charts or bar charts or line graphs.

Report Creation is intuitive and straightforward with no restriction on the number and frequency of reports. The user simply selects parameters for date and time, the relevant zones or cameras and the graphical format options all by easy to use drop down menus.

Reports can be saved and shared by email. It is also possible to schedule a standard or custom report to be created and emailed automatically at a set time each day, week or month.

All of this rich functionality allows managers to understand how the flow of visitors plays out at a location over time. In a shopping centre, for example, this makes it possible to organise promotional activity to respond to peak traffic; to track the effectiveness of any particular initiative designed to boost footfall; to understand where the most popular areas are in the location and to organise resources such as staff to respond with maximum effectiveness to times and locations of predictable peak demand.

The benefits of such insight include improved relations with tenants, better customer service, and increased revenues from optimum resource allocation and scheduling.

Management Insight

Profitability

Customer Experience

Completeness

Flexibility

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