

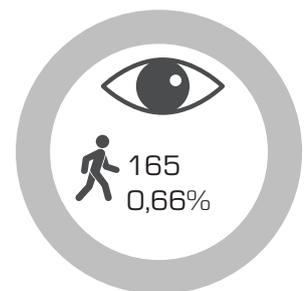
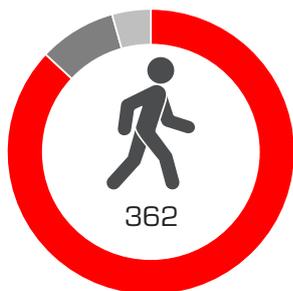


TCx™ SIGNALS

Solution Brief

Successful business means taking the right decisions

TCx™ Signals is an innovative solution for monitoring people volumes and flow in a retail store or similar environment using 3D camera sensing technology. This intelligent, anonymous, cloud-based solution helps you count people entering your store, queuing at the checkout, and better understand if your shoppers have a need for a specific item. By providing better insights into your operations, enables sales and marketing teams to measure the success of their product placement and promotional marketing activities.

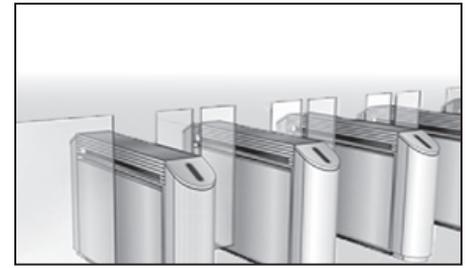
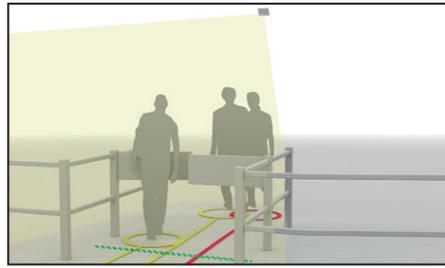
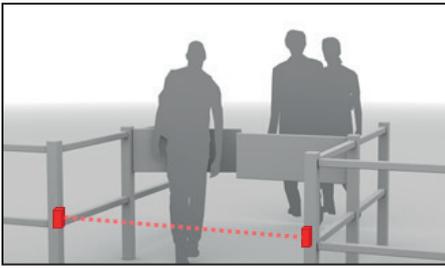


TCx™ Signals detects human movements, anonymises the data and allows you to:

- Count current vs maximum allowed shop traffic
- Count incoming and/or outgoing traffic as well as passers-by
- Identify groups vs. individuals
- Count people paying attention to a promotion, product display or similar
- Profile Customer demographics: age groups, gender
- Direct and tailor your marketing efforts
- Monitor peak hours
- Measure average time spent in a store
- Optimize staffing at the checkout

Intelligence at the edge of retail

TCx™ Signals is a fully GDPR compliant people counting and tracking solution. Signals helps you understand how your customers - across all gender and age groups - use the space and services you provide them with.



Traditional infrared “fish counters”

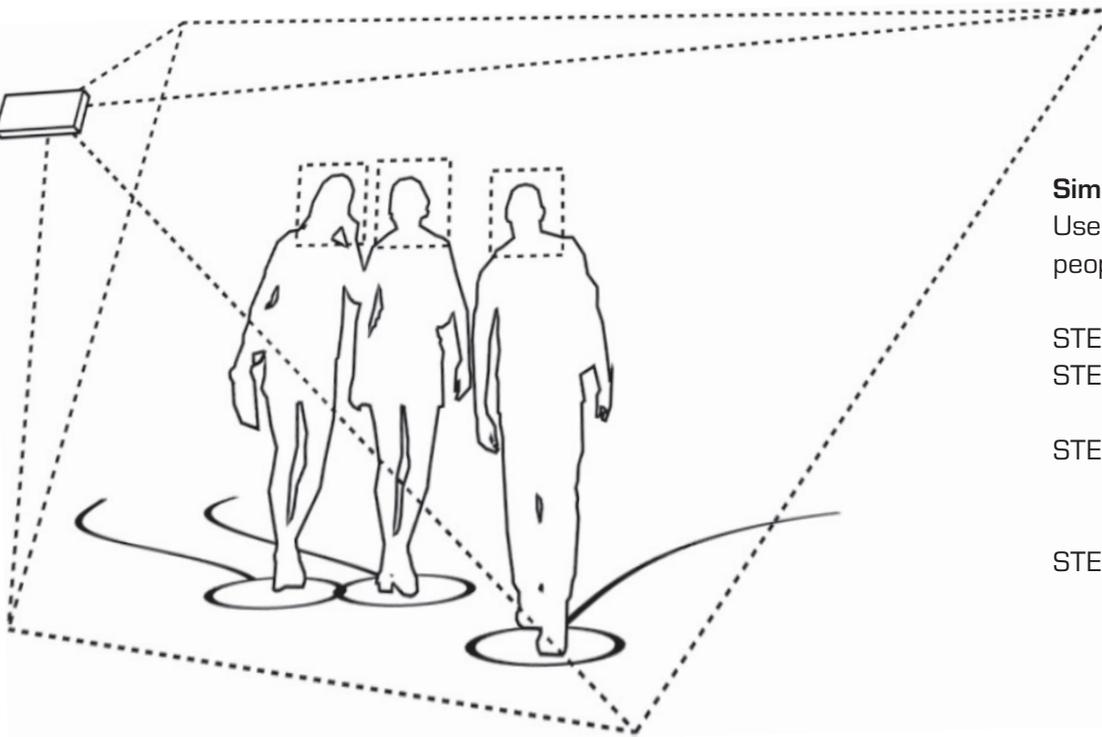
- Discrete measurement technology
- Challenges with accuracy, especially groups, wheelchairs
- Not able to measure surrounding traffic
- No demographic profiling

TCx™ Signals with 3D sensor

- Discrete, modern cloud based solution
- Provides good accuracy for analytical purposes
- Provides vast amount of optional metrics – all anonymous
- Challenges with accuracy if the sensor position is not optimal

Security Gates

- High level access control like at the airport
- Super accurate as every individual is controlled one at a time
- Slow and inconvenient solution for most retail segments
- Significant investment necessary



Simple Setup

Use case: Monitor the number of people in your store

- STEP 1: Install the sensor
- STEP 2: Define the store entrance (and exit)
- STEP 3: Set the rules, get for example alerts sent to your mobile phone
- STEP 4: Set store opening hours



SPECIFICATIONS

Demographic profiling is performed inside the camera unit using neural network algorithms. Since the neural processing is performed inside the unit, no images or video stream is saved or transferred to the cloud service. Only the movement tracks are stored, and all in an anonymous format. TCx™ Signals cloud service access for administrators is controlled with encrypted, two-factor authentication for strong security.

TCx™ Signals is fully GDPR compliant.

What is in the box - Base features

- Wall mounted housing
- 3D depth camera sensor
- Computer module
- Embedded software for people tracking and demographic profiling

