Keep an overview!

One step ahead with permanent people counting – benefit from accurate information

Today, crowded public areas are common. If the amount of people is counted precisely, the figures can be used for commercial purposes. The fully automatic people counting system from DILAX provides evaluation possibilities that extend far beyond ordinary people counting. It offers data which enable to analyse the behaviour of customers or visitors very precisely.

Visualise events and see

- How successful campaigns have been
- How many people have been reached

Optimise

- The human resources planning and workforce management
- Campaign planning (Advertising, events)

The figures you obtain serve to

- Compare locations
- Control air-conditioning
- Prove the attractiveness of your location (level of rent)

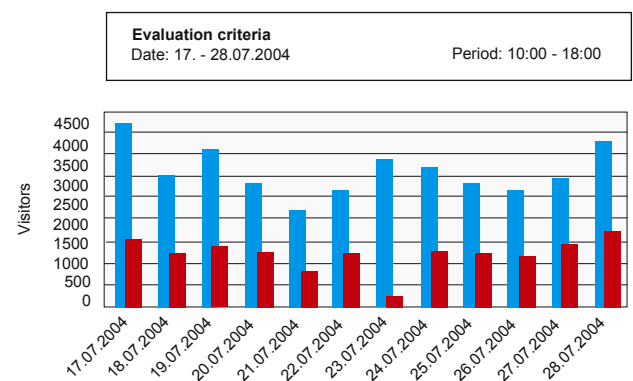## Highly accurate measured data increases

- Quality
- Reliability

Measured data allows prompt

- Identification of market requirements
- Reaction to market changes

The people counting system from DILAX supplies readable text files with visitor numbers that can be processed directly. This can be done with standard office applications such as ACCESS, EXCEL or with advanced database servers (Oracle, MS SQL).

Determination of dwell time

Evaluation criteria
Date: 17. - 28.07.2004   Period: 10:00 - 18:00

- There is a proven relation between dwell time and conversion ratio.

Commercial facts

- $\text{Conversion ratio} = \dfrac{\text{customer}}{\text{visitor}}$

Visitors are potential customers

Determined purpose

People counting systems can be used in all kinds of public areas:

- Railway stations, airports

- Various kinds of events

- Retail (shopping centres, department stores)

- Museums, exhibitions, libraries

- Catering (restaurants, bars, night clubs)

- Info centres (tourism etc.)

Specially developed active infrared sensors installed above the doors detect bidirectional all people, entering and leaving. Due to the combination of the measuring points, the counting system is able to recognise the direction of the passing people. According to the width of the door, one or several sensors are installed next to each other. Even a crowd of people will be individualised and counted with a high accuracy.

Sensors installed in an entrance area.
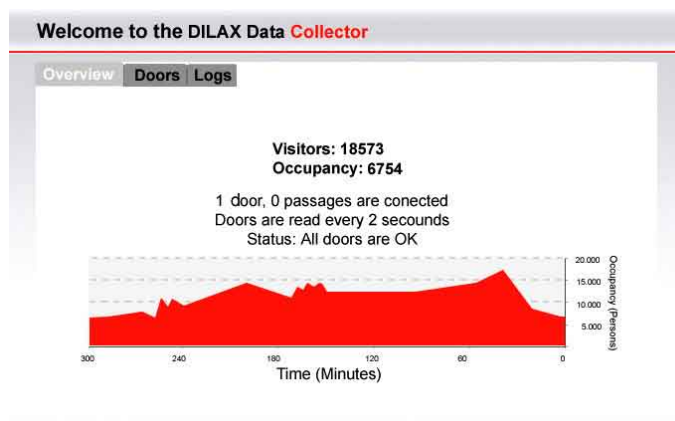
Integrated system solutions

- User-friendly

- Low-maintenance

- Variable

- Easily to extend (system modularity)

- Plug-and-play

- High-tech

- Accurate

- Reliable

High-performance software

The DILAX people counting system offers numerous solutions:

- Standard business software

- Detailed documentation and online help

- Compatible with many databases

- Support

- User profiles with individual rights issuing

- Custom solutions

Easy creation of data reports

Welcome to the DILAX Data Collector

Overview | Doors | Logs

Visitors: 18573
Occupancy: 6754

1 door, 0 passages are conected
Doors are read every 2 secounds
Status: All doors are OK

Time (Minutes)

Counting visitors with the DILAX Data Collector.

Profit from our ambitions!
Measure your success by using counting data.

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