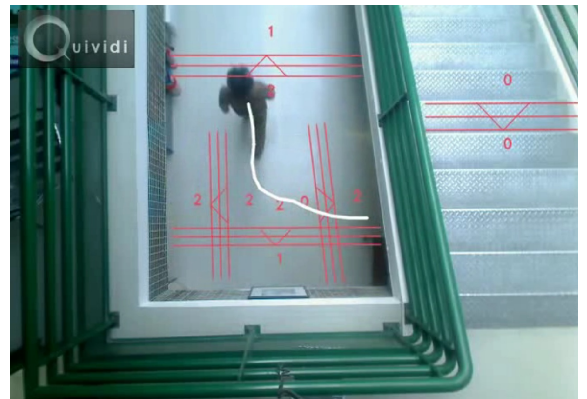


VIDIGATES

OVERVIEW

VidiGates is Quividi's fully **programmable overhead traffic counter**. VidiGates uses a ceiling-mounted video sensor (**webcam or IP camera**) to deliver an extremely flexible **real-time traffic counting** solution that **seamlessly interfaces with VidiCenter**, Quividi's datamining service.

VidiGates relies on Quividi's established video processing technologies to offer a versatile and easy-to-configure overhead traffic counter. **Up to 8 virtual "gates" can be drawn** using a simple web-based graphical interface for each installation. VidiGates will count the number of crossings (in both directions) and report the footfall data both locally and to VidiCenter.



VidiGates in action

KEY POINTS

- ▶ **Instantaneous, continuous, directional footfall data** over up to 8 gates.
- ▶ Embedded web server for **easy setup and monitoring**.
- ▶ **Turn-key reporting** into VidiCenter.
- ▶ **Easy IT integration**: audience data are available in real time to third-party applications over a local TCP socket, as well as in a local CSV file.
- ▶ **No costly hardware**: VidiGates can be installed on low-end, low-power, small form-factor PCs and uses a standard webcam or IP camera. Alternatively, a single back-office server PC can process streams from 10 IP cameras, ie up to 80 gates.
- ▶ **Affordable licensing plans**.

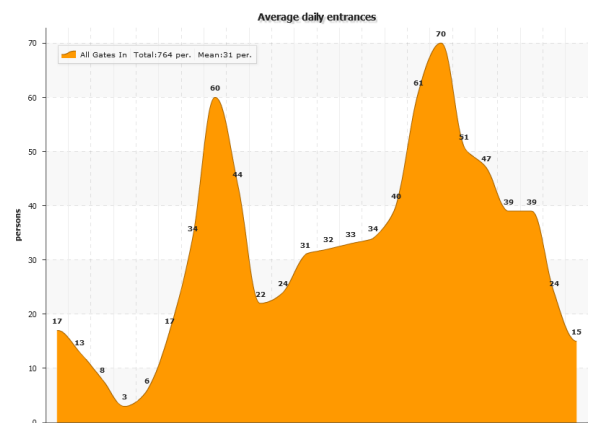
APPLICATIONS

VidiGates can be used for:

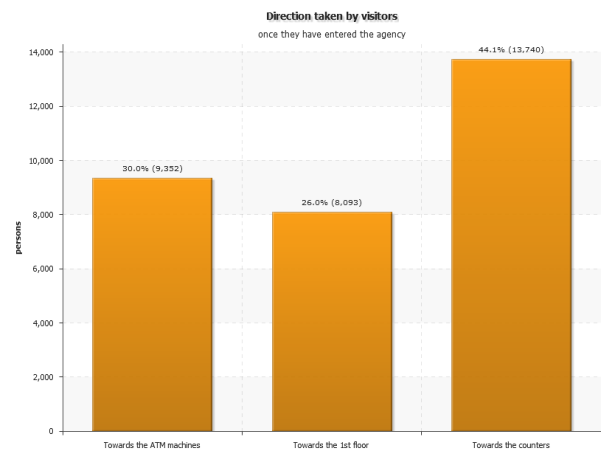
- ▶ Finding out **traffic trends** to adjust staffing accordingly
- ▶ **Raising alerts** when certain thresholds are met
- ▶ **Correlating** traffic and business indicators, to highlight any discrepancies
- ▶ **Analyzing** where visitors route at key crossroads

VidiGates is also the perfect **companion to VidiReports**, the audience counter from Quividi, for a two-pronged approach to comprehensive and qualitative retail audience measurement. Joint use applications include:

- ▶ **Counting visitors**, with a breakdown by **gender and age**
- ▶ Calculating the percentage of store or section visitors seeing a particular media or fixture (**GRP**)



Aggregating entrances through various gates to count visitors on an average day



Using the multiple gate possibility to analyze where bank customers head when in an agency



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