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The Latest Version of “People Counter”, a Marketing Support Solution for Retail Businesses, Now Available

Capturing Profiles of “Non-Purchasers” by Video-Based People Counting System

Kozo Keikaku Engineering Inc. (Head Office: Nakano-ku, Tokyo, President: Shota Hattori, “KKE” hereafter) announced today that the latest version of a video-based marketing support solution, “People Counter”, has become available, with new features.

Developed by Vitracom AG (Head Office: Karlsruhe, Germany, Executive Spokesman: Axel Stephan), People Counter is a video-based people counting system that helps capture the behavioral tendencies of shop visitors quantitatively and plan an effective sales strategy, which leads to an upturn in sales of retail businesses. As a master distributor in Japan, KKE sells People Counter and provides related consultancy services.

The main feature of the previous version of People Counter was the analysis of the number of purchasers and sales trend of a shop by counting the number of visitors and studying POS data collectively. The latest People Counter is capable of capturing profiles of visitors, such as gender and age, from monitored images and of adding weather conditions to such profiles. Thus, People Counter enables users to examine the characteristics of non-purchasers at the shop and evaluate the expected number of visitors based on the past record.

People Counter requires network cameras, which are commercially available, to collect data. Existing surveillance cameras can also be used, if requirement specifications are met. The data measured and collected by People Counter is accessible from mobile and stationary devices through a cloud service.

The price of People Counter differs in accordance with the number of network cameras installed, with an individual license code for every device.

KKE will continue to provide marketing support solutions that best suit the client’s needs.

■ What’s New

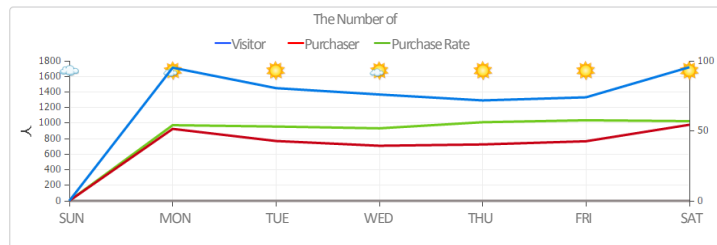
- 1) Automatic detection of gender and age of shop visitors, as shown in Fig. 1.
-Enables you to understand the characteristics of non-purchasers by age and gender
- 2) Weather conditions now available as shop information, as shown in Fig. 2.
-Enables you to analyze shop visitors with a deeper insight by studying the profiles and weather conditions collectively

* People Counter uses cameras to collect data. However, it extracts numerical data from video images in real time and does not save recorded images. Thus, it complies with data protection standards.

* The new functionalities are provided in a cloud service. Existing users of People Counter can easily start using the latest version after a simple registration process.



Fig. 1 Sample Image Capturing Gender/Age Profiles



*Demonstration Purpose Only

Fig.2 Graphical Representation of Weather Conditions

How to Use -A Use Case Scenario-

- From shop managers to corporate executives, every party involved can access and utilize the collected data through People Counter.
- The collected data can be obtained anytime anywhere, as long as a mobile device is available to connect to Internet
- Assessing the collected data with POS data, People Counter provides strong support for optimizing a shop environment by enhancing its purchase rate.

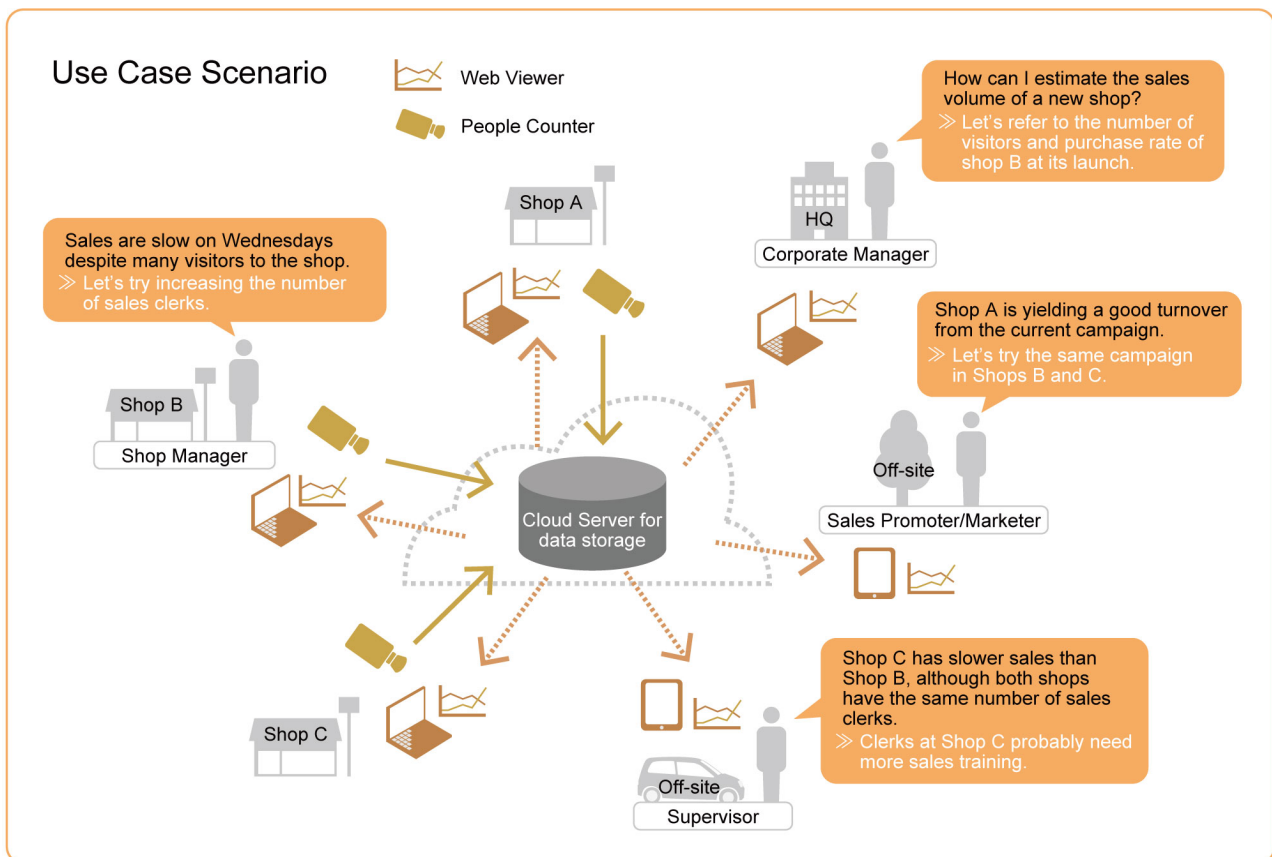


Fig. 3 Use Case Scenario

■ About KKE (<http://www.kke.co.jp/en/>)

Established as a structural design firm in 1956, KKE has expanded its objects of analysis from buildings to the surrounding natural environment (i.e. earthquakes, tsunami, wind, etc.), society, business, and communities. As a professional design and engineering company that bridges the academic and industrial worlds, KKE strives to solve the various issues and challenges that society faces, utilizing its engineering knowledge acquired through knowledge exchanges in diverse fields. Thus KKE will contribute to creating a better society and systems for the next generation.

■ For More Information

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