

Sensormatic Overhead Traffic Sensors

What percentages of shoppers make purchases? Are the correct number of store associates scheduled for the busiest times of the day? How effective was our advertising or promotional campaign? These are many vital business questions that can be answered using Sensormatic Overhead Traffic Sensors.

Ceiling-mounted BIC-1 100 / 2300 overhead traffic sensors offer a holistic view of traffic, less interference, better analysis of activity, and video validation capabilities. These sensors are cost-effective solutions for stores having many monitoring points.

The Monocular Overhead Traffic Sensor, BIC-1 100, is a single lens camera which provides accurate shopper counts in environments with low to medium traffic volumes and consistent lighting. The Stereo Overhead Traffic (3-D) Sensor BIC-2300 has advanced capabilities. It can count side-by-side traffic, track multiple people simultaneously, differentiate between adults and children, and will not count shopping carts or strollers. The BIC-2300 provides accurate data under a broad set of environmental conditions such as high traffic and dynamic lighting in both indoor and outdoor environments.

Connecting directly to the existing data network, the BIC-1 100/2300 eliminates the need for additional data collection components, reducing implementation cost. Integrated with intelligent software, these overhead traffic sensors provide real-time visual data to make operating decisions in a timely manner, to help improve sales and shopper satisfaction based on real-time data.

Tyco Retail Solutions offers a broad range of traffic sensors whether you are trying to minimize shrink, increase conversion rates, optimize inventory, drive employee productivity, or enhance overall store performance. From electronic article surveillance (EAS) integrated counters, to overhead sensors, Tyco can provide solutions for virtually any store layout.



BIC-1100 - Monocular Overhead Traffic Sensor

BIC-2300 - Stereo Vision Overhead Traffic Sensor

Tyco TrueVUE Traffic Reporting Option:

As shoppers pass within the Overhead Traffic Sensors' field of view, they leave a trail or path. Paths are unique to each person and are tagged with unique IDs. These IDs can be converted into numerous metric opportunities within the sensor. Tyco TrueVUE Traffic Reporting analyzes traffic data from connected Overhead Traffic Sensors and reports on this data using one consistent user interface.

Traffic Reporting provides awareness into the operation of the retailer's business to help increase sales, reduce shrink, decrease operational costs and enhance the shopper experience. It effectively provides accurate, real-time intelligence at the front end, and is highly configurable at the store, enterprise or hosted level.

Accuracy Validation:

To confirm traffic count accuracy, once installed, raw video (.AVI) is recorded from the site and delivered to an independent validation firm. The compressed video is transferred to the verification service using the device's network connectivity.

- Video is carefully reviewed and incoming/outgoing traffic is manually counted.
- Manual counts are compared to counts generated by the sensor.
- A validation report showing accuracy results is provided by the validating firm and can be provided to the retailer.

Product Benefits:

- Drive improvements in conversion rates
- Optimize staffing based on customer traffic
- Improve labor efficiency
- Measure the effectiveness of marketing campaigns
- Improve store-to-store key performance indicators

Comprehensive Services & Support:

Tyco Retail Solutions offers comprehensive support to include:

- Device-level installation and maintenance through experienced retail service professionals for quality service in the most demanding retail environments, featuring on-site and remote management and diagnostic services to help retailers manage thousands of devices chain-wide.
- Solution-level professional services including business case and ROI analysis, solution design, use case development, and a range of support, implementation, and training services.

Additional Information:

For more information, please contact your local sales representative or visit us on www.tycoretailsolutions.com



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Retailer Values

Traffic Counting

- Improve sales by identifying the shopper opportunity, and operational best practices to improve conversion rates.
- Maximize profits by optimizing resources for maximum effectiveness. Helps set staff levels, breaks, shift length and shift changes according to traffic.
- Build revenue by analyzing the impact of promotions on both traffic and conversion.

Loss Prevention

- Eliminate the need for additional data collection components, by connecting directly to the existing store network.
- Improve the shopper experience with the directional EAS alarming feature, minimizing nuisance alarms.
- Reduce power consumption of EAS system components when leveraging the Power-On-Demand feature.
- Decrease service costs with remote monitoring of EAS equipment.

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