

# MEGACOUNT



## 2D VIDEO PEOPLE COUNTER

Designed for accurate people counting, actionable insights and service life of 20 years

MEGACOUNT 2D people counter is an invaluable tool for automating footfall and **customer behavior analytics** in retail.

2D computer vision, size filter, **heatmaps** and **path tracking**, collecting MAC-addresses — all available in one smart device.

Use all possibilities of the MEGACOUNT solution to optimize store **performance**, increase **efficiency** and make informed **strategic decisions**.

[megacount.io](https://megacount.io)

# MEGACOUNT



## Powerful retail solution

- Up to 95% counting accuracy
- Path tracking and heatmaps
- Peak hours/days/months
- Employee exclusion
- Passersby counting and conversion
- Marketing campaign evaluation
- Space optimization
- Footfall distribution within the chain

## ANALYTICS INSIGHTS



### MARKETING

Launching a marketing campaign?  
Check how successful it was



### LAYOUT

Find most attractive products  
and improve product display



### EFFICIENCY

Know footfall distribution within  
the chain and find weak links



### CUSTOMER SERVICE

Know your busiest hours, days  
and months to optimize service



### CONVERSION

Determine passersby conversion  
and window display efficiency



### MANAGEMENT

Use scalable analytics tools and  
make informed strategic decisions

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## TECHNICAL CHARACTERISTICS

Dimensions	95mm x 65mm x 25mm	Memory card	8 Gb
Installation height	2.4m – 4m	Power consumption	3 W
Installation at an angle	Yes	Connection	PoE
Employee exclusion	Yes	Protection	IP 60
Data export protocols	(s)FTP, HTTP(s)	Casing colour	White or black
Data export formats	TXT, CSV, XML, JSON, JPG	Service life	15 years and more
Wi-Fi module	Optional	Data sending intervals	From real time to 1 hour
Bluetooth module	Optional	Manufacturer	MEGACOUNT

Delivered together with a mounting plate, PoE injector, power supply and patch-cord, and with access to the STATISTICS software



Quick and easy set-up



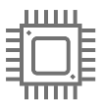
Wide coverage



High accuracy



Service life > 15 years



Real time data push



Quality hardware

