

BlueSight Systems in a nutshell

BlueSight Systems Ltd is a distributor of a technology known as 'Smart Sensors'.

Smart sensors usually comprise a camera and an associated processor which performs an image processing function in order to measure something. Whilst many different types of measurement are possible, the most common are:

Queue measurement - measure the predicted wait time in a queue. Monitor queue performance and allocate resources when thresholds are exceeded.

Example query: When is the peak queueing time at my ticket desks?

Tracking - track people within a space. This powerful function can show a customer's route around a store and report dwell times in specific areas.

Example query: Which was the area in my store which attracted the most attention last Thursday afternoon?

Counting - count people entering or leaving a space or passing a point. Occupancy measurement.

Example query: How many turned right at the top of the escalator?

Audience measurement - categorise people looking at items such as a display screen or product in a shop window, by gender and age. Measure attention time.

Example query: What is the gender split of people entering my store at lunchtimes? How long do people look at the restaurant menu display?

Although the sensors use a camera, no video or images are recorded thus there are no data protection issues. An individual's anonymity is assured.



The sensors are small devices that can be mounted discreetly in a ceiling space or above a signage display.



BlueSight Systems sells product, services and consultancy to specialist resellers and integrators in the UK and Ireland.