

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.

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**.

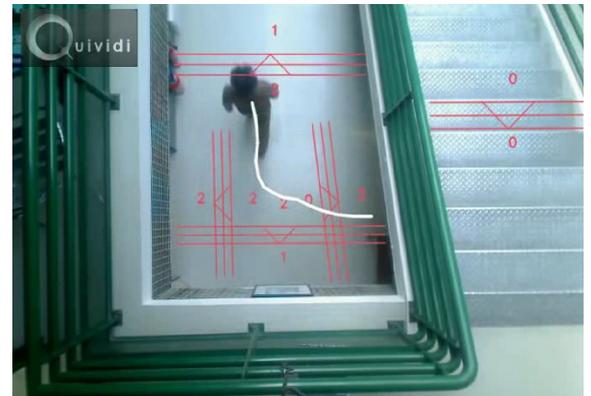
APPLICATIONS

VidiGates can be used for:

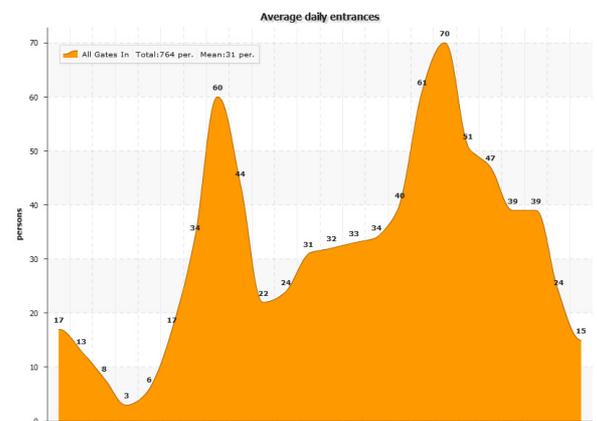
- ▶ Finding out **traffic trends** to adjust staffing accordingly
- ▶ **Raising alerts** when certain thresholds are met
- ▶ **Correlating** traffic and business indicators, to highlight any discrepancies
- ▶ **Analyzing** where visitors route at key crossroads

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:

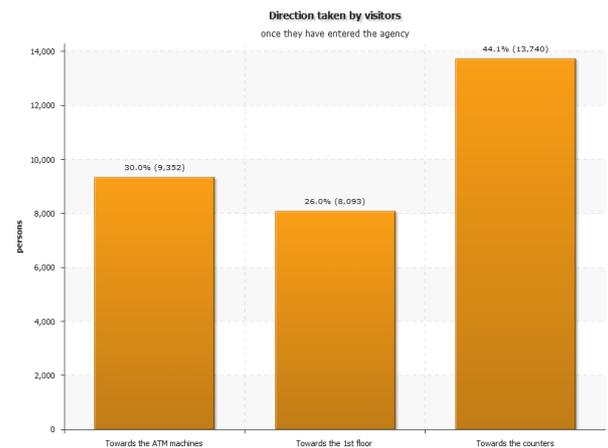
- ▶ **Counting visitors**, with a breakdown by **gender and age**
- ▶ Calculating the percentage of store or section visitors seeing a particular media or fixture (**GRP**)



VidiGates in action



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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