DIGIOP 3D: A Cutting Edge Intelligent Video Analytics and People Counting Camera

The DIGIOP® 3D camera represents the next generation of video analytics. It collects counting data in real-time, utilizing sophisticated filtering options for 95%+ accuracy.

HOW IT WORKS...

The camera consists of 2 lenses which gives it the ability to see in stereo vision without the need of traditional scene calibration of 2D analytic cameras. It utilizes advanced stereoscopic capability and object tracking technology to provide accurate data under a broad set of environmental conditions, such as high traffic, dynamic lighting, and indoor environments. The 3D camera accurately distinguishes between children, adults, and other objects – such as shopping carts and strollers.

KEY FEATURES

- Stereoscopic 3D camera design
- 5 fps @ CIF resolution B/W video with 1.0 lux
- Real-time in-store data delivery to DIGIOP ELEMENTS™ software with video verification
- Simple, intuitive web interface provides full device configuration and management capabilities
- Collects counting data in real-time, utilizing filtering options for 95%+ accuracy
- Filters objects based height, shape and size (i.e. children, shopping carts and strollers)
- Robust and accurate metrics across a broad set of environments: indoor/outdoor and high traffic
- Adjusts automatically to environmental changes: lighting, temperature, etc.
- Multiple analytic metrics in a single device: counting queuing service, detection, privacy masking, multi-zone, heat and dwell mapping

6.1”W x 2.6” H x 1.2”D
People Counting & Intelligent Customer Service Metrics

Counting Intelligence Metrics:
For retailers, accurate people counting is essential for managing store performance. DIGIOP 3D counting intelligence gives the power to reliably measure traffic of each store. This feature allows the manager to efficiently plan labor schedules and measure store performance with highest accuracy.

Service & Queuing Intelligence Metrics:
Service and queuing metrics allow managers to efficiently manage checkout areas, both proactively and in the real-time. Store managers are able to reduce labor costs while optimizing customer service, resulting in increased sales and customer retention. Additionally, service and queuing intelligence measure: speed of service and average speed of service at the register, number of customers served, current and average queue wait times.

Multi-Zone Intelligence:
Multi-Zone intelligence is the ability to create up to 32 zones within a single 3D camera. This allows counting and queuing as independent data points. Multi-zone allows users to take advantage of using fewer cameras but attaining more traffic data, giving managers more cost effective performance tool.

Privacy Zone Masking Intelligence:
The privacy option allows you to mask video produced from the DIGIOP 3D camera in highly sensitive areas. A digital mask of the live video image stream is implemented within the camera allowing you to gain traffic data in areas such as changing room entrances without violating a customer’s privacy.

Detection Intelligence Metric:
Object detection is visual indication displaying if an area is occupied based on IP device analytics, enabling managers to identify if a customer is present at the register or other defined space. Object detection combined with other analytics can prevent potential fraudulent transactions at the register.

Heat Map Intelligence Metric:
Heat mapping provides visual display of raw text data picturing traffic flow over time in a defined area. This easy to read format contributes to better understanding of data and improves managers decision making in real-time. With heat mapping, managers can identify areas of high interest, optimize traffic and position sales or support staff to better serve customers.
Dwell Map Intelligence Metric:
Dwell mapping provides visual display of customer traffic patterns in a defined area enabling managers to identify areas of greater dwell time and to strategically design stores to push customers to targeted areas. Dwell mapping can also help improve merchandising and investment.

The Advantages of Video and Analytic Data Integration
Integrating video analytics and data management at the edge reduces total cost of ownership by allowing the device to operate as a standalone device without the need for an external PC or controller, or as an integrated intelligent camera into the DIGIOP video server platform. When combined with DIGIOP ELEMENTS™, DIGIOP 3D intelligence allows store managers to:

- View a real-time dashboard of current queue wait times, transactions, traffic, conversion rate data
- Add video verification of all queues, service zones, transactions, and counts to ensure accuracy of store performance
- Receive real-time alerts based on specific queue rules
- Proactively predict upcoming wait times based on store arrivals and open lanes
- Effectively manage labor allotments based on actual customer service needs
- Compare standard, self-checkout, and express lanes to optimize performance
- Track service efficiency, traffic patterns trends over time and during promotional events

Our DIGIOP™ 3D camera seamlessly integrates with DIGIOP ELEMENTS™
Contact a Sales Representative for licensing options.