



Intellio retail video solutions

Video surveillance cameras have long been monitoring stores to increase security. Video solutions can reduce shoplifting and can be a remarkable aid in investigating potential internal collisions.

In addition to common security applications Intellio's intelligent system can provide statistical and management data to help manage the store with increased efficiency. The store management can analyze these statistical data to make decisions on product placement, size of selling space to be allocated to different products, work assignment and administration, which can yield significant extra profits.

Visitor counter

Using Intellio's system you can evaluate the popularity of a retail store. You can not only log the total number of visitors, but you can also break down the figures to determine the number of visitors to particular areas in the store, such as the most visible places important for marketing.



Intellio cameras can count the persons passing in their field of view, submitting that information to the server for storage. The recorded statistical data can be evaluated based on a variety of criteria. The user may analyze and compare the visitor data of particular time intervals (days, weeks, months). The data can be viewed graphically with graphs and pie charts easing processing, and can be exported to other applications for further analysis.

Either a single camera or groups of cameras can be queried, with the latter allowing for creation of combined statistics.

Visitor data collected with Intellio's system can be used to measure the success of particular marketing campaigns.

