



Product Information Sheet

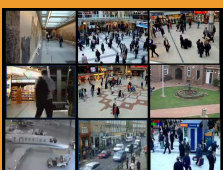
Real-time footfall analysis by camera and groups of cameras

Independent verification of footfall for commercial contracts, marketing and investment decisions

Standard traffic reports as part of the solution

Display of traffic statistics to a central console in real-time

Easy to add other Videalert products alongside VFA, to further enhance capability



VFA is a system that analyses CCTV images in real-time and counts objects (people or vehicles) as they move in and out of pre-specified areas. The counting is reliable, operating in varying conditions of people and traffic flow, light and weather, which is critical for organisations that depend on this information.

The unique aspect of the system is that it does not rely on directional consistency in order to count accurately, i.e. it can be used where there are no designated 'in' and 'out' areas. It is inherently far more accurate than traditional "footfall" solutions based on sensor technology and the manual use of tally counters.

VFA's method of counting is becoming critically important to organizations that manage or own large stadia, shopping centres, retail chains, clubs, theatres and museums, both from a legal (health and safety) perspective to ensure licensed limits are not exceeded and for marketing purposes.

Marketers can be provided with a wealth of key performance indicators, to better understand shopper behaviour. For example, in a shopping centre the external entrance counts can provide a continuous macro level view of a town centre's performance, showing how effective it is at attracting visitors and giving a way to measure the success of on-site activities, such as advertising and promotions. Measuring multiple locations provides the ability to review performance across comparable sites. Such cross portfolio reporting allows managers to assess overall performance and also it can provide insight into how consumers utilise facilities at different times of day.

Key Features

- VFA is very easy to setup, with the system learning the footfall/traffic to be counted in seconds
- VFA produces as standard reports which show the following:
 - counts by year, month, day, hour, minute
 - analysis of counts across various user-defined zones of interest
 - live display of visitor numbers
- count statistics can be exported into standardised file types like Excel spreadsheets, so that users can do further analysis beyond the standard reports provided by VFA.
- VFA provides the ability to alert when a limit is being approached, such that corrective action can be taken

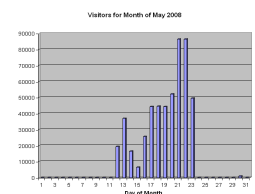
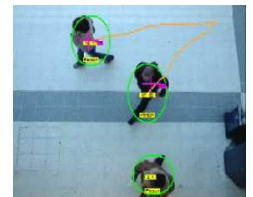
Fast and easy deployment, consistent and reliable data, multiple reporting options, 24x7 operation.....

Videalert keeps counting without a break

Out with the old....



in with the new...





Videalert Frequency Analysis









Standard Solution Features

All of the Videalert solutions are built around a common software framework and the following are standard features of every product:

- Support for static and PTZ cameras, IP or analogue (PAL or NTSC) connections and ability to analyse video feeds from a variety of different camera types: colour/greyscale, day-night hybrid cameras, filtered infrared and thermal imaging
- Dynamic Scene Learning (DSL) enables rapid assimilation of any scene - analysis can begin within seconds of the system being started
- The user can define the following using a simple and intuitive GUI:
 - single and multiple overlapping areas of interest (AOI) in a single scene
 - minimum and maximum size and shape of objects of interest
 - directional tracking
- On the occurrence of an event of interest, the user can define one or more required actions:
 - production of video of events, with pre and post alert video
 - UDP or TCP message alerts, allowing interfaces to external systems and consoles
 - email alerts
- Sophisticated analysis graphics enable users to watch what is happening and tune the system
- Full central management console for easy system monitoring and maintenance
- People and object counts can be viewed in real-time

Partners

Videalert sells its software directly and also supports a full partner eco-system

| Solution Partners | Technology Partners |
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|     |   |

For more information contact Videalert Limited as follows:

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