

Store Occupancy Manager

Manage the number of customers in store using an AXIS solution in combination with a new CamStreamer's ACAP app - Store Occupancy Manager

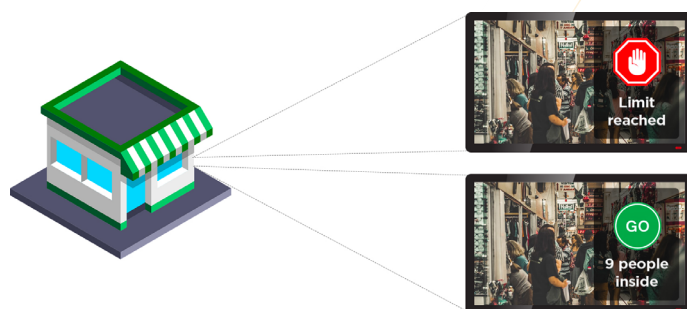
New Store Occupancy Manager ACAP application

Store Occupancy Manager is a new ACAP application for ARTPEC-5/6/7 AXIS IP cameras that enables retailers to **track, count and limit the number of people inside the store**. It runs directly **onboard the cameras** and is **extremely easy to install, setup and integrate with other systems**.

How does Store Occupancy Manager work?

The application **aggregates data on the number of people in the store** (from an AXIS camera with AXIS Occupancy Estimator installed) and **displays it to incoming customers - together with a live shot** from inside the store - on a **large TV screen**.

If the **maximum capacity of the store is reached**, the application **asks others to wait and not enter the store**. In the meantime, the app **displays marketing messages**. The graphics can be easily personalized and can display information, banners, images and even animated GIFs.



What do retail store owners get?

- ☒ Entry/Exit & In-Store occupancy management
- ☒ Digital Signage & Marketing tool
- ☒ Shoplifting Prevention & Security device

Store Occupancy Manager is the solution to the following tasks:



Limit store occupancy

Large TV screen next to the store entrance showing **overlay graphics and animation** based on the **number of customers inside the store**. When the limit has been reached the **screen shows the STOP sign**, different overlay graphics, and/or animation, so people know that they have to wait.



Theft prevention

The source of the video for the TV screen is an **overview camera that monitors the store**. On this „**public view monitor**“ customers are therefore **aware that the store is monitored to prevent theft**.



Show marketing promos

On the large TV screen there can be **another overlay graphics** (up to 4 at the same time) - like **animation with a logo, text info ticker, simple video or promo banner to attract customers** to visit the store. The overlay graphics can also be **automatically displayed by set conditions and managed via API remotely**.



Trigger other actions

Store Occupancy Manager can also **trigger other actions** to meet different process requirements. It can for example **switch on / off indication LEDs, play audio messages** via connected speakers, control **door control mechanism**, remotely **notify security officer** on an exceeded occupancy limit or **send notifications to external systems** over the network.

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This is how it works



Features

Based on accurate occupancy data

This solution retrieves data from [AXIS Occupancy Estimator](#), an ACAP application by Axis Communications AB and it runs on thousands of installations worldwide.

Public View Monitor via HDMI

Video output from the camera with added graphics overlays is connected via [AXIS FA54](#) camera's HDMI port **directly to the big TV screen/public monitor**, so an additional computer is not needed! There are more options when connecting the TV screen even with cameras that do not have an HDMI port itself. See the [Technical guide PDF](#) for details.

AXIS Events compatibility

[Store Occupancy Manager](#) generates events directly to the **standardized AXIS Events engine**. You can use sophisticated triggering the logic that AXIS uses on network cameras. You may **switch on/off indication LEDs**, play **audio messages** via **connected speakers** or remotely **notify security officer** on an exceeded the occupancy limit or any other **event-initiated action**.

Compatible with many AXIS cameras

The recommended solution is based on an [AXIS FA54](#) Main Unit, but [Store Occupancy Manager](#) runs on almost all [AXIS](#) cameras with an [ARTPEC-5/6/7](#) processor. Check the compatibility in the [Technical guide PDF](#). In some cases, it can run on the same camera as [AXIS Occupancy Estimator](#) - details are available there as well.

Simple Integration

The solution can be built as independent or as an **addition to current security infrastructure**. There are more integration options, read details in [Technical guide PDF](#). The solution is **VMS agnostic**, which makes it just a perfect solution for any scenario.

Up to 4 overlay graphics at the same time

Besides the occupancy limit management it is possible to show **other overlay graphics** at the same time (logos, Ads, info, ...). Note: On [ARTPEC-5](#) cameras there is a limit of 2 concurrent graphics, on [ARTPEC-6/7](#) it is even 4!

Communicate visually using animated GIFs

[Store Occupancy Manager](#) can show **animated GIFs**, which means you can display very **catchy animations to attract your visitors**. Need help with making these animations? Read the [Technical guide PDF](#).

Supports text info ticker widget

One of the graphics overlays can be a **handy text info ticker**. With this you can display actual info for your visitors or promote your products directly on a big TV screen. The text to be displayed can also be pulled from a text file on your shared marketing drive.

Powerful API at your service

[Store Occupancy Manager](#) can also, be **controlled via its application interface** (API) and thus you can configure it remotely or feed it with graphics and texts from your network shared drive, all in just a few seconds.

30-day free trial!

[Store Occupancy Manager](#) comes with a **free 30-day trial license**, so you can try the application before you buy it!

Download your trial license at www.camstreamer.com.

Where to buy?

Contact your **AXIS / CamStreamer** reseller:

or find a contact at www.axis.com/where-to-buy.

Want to know more?

Contact us at sales@camstreamer.com

You can purchase CamStreamer apps through our partners at www.camstreamer.com/partners or directly at www.camstreamer.com.

