

# Store Occupancy Manager

Manage the number of customers in your store using an AXIS solution in combination with the CamStreamer ACAP app Store Occupancy Manager

## Store Occupancy Manager ACAP application

**Store Occupancy Manager** is a new ACAP application for AXIS IP cameras that enable retailers to **track, count, and limit people inside the store**. It runs directly **onboard the cameras** and is **extremely easy to install, setup, and integrate with other systems**.

### How does the Store Occupancy Manager work?

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

If the **store's maximum capacity 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 display information, banners, images, and even animated GIFs.



### What do retail store owners get?

- Entry/Exit** and store **occupancy management**
- Digital signage** and **marketing tool**
- Shoplifting prevention** and **security device**

## Store Occupancy Manager is the right solution for the following tasks:



### Limiting store occupancy

A 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 they have to wait.



### Preventing shoplifting

The source of the video for the TV screen can be an **overview camera that monitors the store**. This **public-view monitor** prevents shoplifting by letting customers know the **store is being monitored**.



### Showing marketing promos

Big-screen TV can show **other overlay graphics** (up to four at the same time), such as **animation with a logo**, **text info ticker**, **simple video**, or a **promo banner to attract customers** to the store. The overlay graphics can also be **automatically displayed per set conditions**, **scheduled**, and **remotely managed via API**.



### Triggering other actions

**Store Occupancy Manager** can also **trigger other actions** to meet different process requirements. It can, for example, **switch indication LEDs on and off**, **play audio messages** on connected speakers, **control automatic doors**, remotely **notify a security officer** of excess occupancy, or **send notifications to external systems** over the network.

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## This is how it works

Occupancy management and digital signage in retail - all you need is an AXIS camera, 2 in-camera apps, and a TV screen. As easy as possible.



Compatible **AXIS network camera** (e.g. **AXIS M3064-V / M3065-V** etc.)  
 + **AXIS Occupancy Estimator** or **AXIS People Counter ACAP app** inside a camera  
 + **Store Occupancy Manager ACAP app** inside a camera

The TV screen/monitor with an internet browser or HDMI (any Smart TV) or tablet

**SPECIAL PRICE**  
**\$299 / €269**  
 one-time payment for Store Occupancy Manager ACAP app

## Features

- Accurate occupancy data**  
 The solution retrieves data from the **AXIS Occupancy Estimator** or the **AXIS People Counter** (up to 4 cameras) an in-camera ACAP application. As a source of counting data, there are also XOVIS counters supported. Counting cameras are 95-99% accurate, so there is an **option for manual correction** of actual occupancy data to eliminate differences from real situations in the Store Occupancy Manager app.
- Public view monitor via local network**  
 Live video from the camera with added graphics overlays is available on the web page on a local network (all runs inside a camera). The output is shown on a **big-screen TV/public monitor with an internet browser (all Smart TVs)**. There's no need for an additional computer or internet connection. There are also options for connecting TV screens via HDMI port. Read the **Technical guide PDF**.
- Axis Events compatibility**  
**Store Occupancy Manager** generates events directly in the **standardized AXIS Events engine**. You can use the sophisticated triggering logic that AXIS uses on network cameras. You can **switch indication LEDs** on and off, **play audio messages** on connected speakers, or **remotely notify a security officer** of excess occupancy or any other event-initiated action.
- Compatible with many AXIS cameras**  
 The easiest solution is based on **AXIS M3064-V Network camera / AXIS M3065-V Network camera** where both ACAP apps can run - counting app **AXIS Occupancy Estimator** or **AXIS People Counter** and **Store Occupancy Manager**. Check the compatibility list in the **Technical guide PDF**.
- Simple integration**  
 The solution can be built independently or as an **addition to existing security infrastructure**. This solution can also run with current counting cameras and or with current surveillance cameras from AXIS. There are multiple integration options (see **Technical guide PDF** for details). The solution is **VMS agnostic**, which makes it ideal for any scenario.
- Display up to four overlay graphics**  
 Besides occupancy management, it is possible to simultaneously **show other overlay graphics** (logos, ads, info, etc.). Note: On ARTPEC-5 cameras, there is a limit of two concurrent overlay graphics and up to four overlays on Ambarella, ARTPEC-6/7 cameras.
- Communicate visually using animated GIFs**  
**Store Occupancy Manager** can show **animated GIFs**, which means you can display **catchy animations to attract visitors**. Need help creating an animation? See the **Technical guide PDF**. Note: animated GIFs runs only on ARTPEC-6/7 cameras.
- Supports text info ticker widget**  
 One of the graphics overlays can be a **handy text info ticker**. You can display info for your visitors or promote your products directly on a big-screen TV. The displayed text can also be pulled from a text file on your shared marketing drive.
- Powerful API at your command**  
**Store Occupancy Manager** can also be controlled via its application interface (API), meaning you can configure it remotely or feed it graphics and texts from your network shared drive, all in a matter of 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.  
**Download the app and get your trial license at [www.camstreamer.com](http://www.camstreamer.com)**

## Where to buy

Contact your **AXIS / CamStreamer reseller**:

or find a contact at [www.axis.com/where-to-buy](http://www.axis.com/where-to-buy).

**Want to know more?**  
 Contact us at [sales@camstreamer.com](mailto:sales@camstreamer.com)

You can purchase CamStreamer apps through our partners at [www.camstreamer.com/partners](http://www.camstreamer.com/partners) or directly at [www.camstreamer.com](http://www.camstreamer.com).

