

# PEOPLE FLUX



**EASY ACCESS**

**SIMPLE DASHBOARD**

**SMOOTH EXPORT**



## REAL-TIME DATA CAPTURE

Gain insights into the flow of people through the premises hour by hour, day by day, week by week. With realtime data collated every 5 minutes, you can gain a deep understanding of the volume and movement of visitors. Through the analysis of the data produced, you can better understand peaks and troughs in pedestrian traffic and what that means to business profitability.

## AVAILABLE ANYTIME, ANYWHERE

Secure, accessible cloud storage means you'll be able to review reports at anytime, anywhere... and with this information at your fingertips, you'll be able to make informed decisions across areas such as staffing, event management, security and more.

## TAILORED FOR YOUR BUSINESS

Our expert team can design and build a custom solution, tailored to your business requirements. We understand that every business is unique and we'll tailor a system to use the most appropriate technology and sensors for your premises.

## TECHNOLOGY

People Flux people counters use IP cameras and video analytics (AI Artificial Intelligence) to physically recognise and count people coming in and out of a doorway or even a corridor. We have a great advantage over tradition counters that typically use an infra-red beam and it counts how many times that beam is broken. Multiple times a day, the beam might be broken once, but by a line of 3 people. The IR Beam counter will only count this as 1. Because our system uses video analytics, People Flux will recognise that three different people entered and count this as 3, giving a more accurate count over the course of the day.



## ADVANTAGE

The advantage People Flux systems has, is the ability to measure which direction the people come to & from. This allows us to be able to count the correct number of people, AND also which direction the people are travelling. The system is normally placed at the entry/exit points to a building to accurately count the number of people that use that entry/exit point. But by collating all of the data in real time, you are also getting an accurate count of people in the building.

## MARKETING

This information is then quite often used by a marketing team to decide what adverts to run at a certain point or even a leasing team to justify to a tenant why they should be paying more or less rent based on the metric of traffic through that part of the centre. The metrics could even help leasing managers decide on the type of tenant that might be perfect for that location

## EXAMPLE

One example we like to use is a shopping centre with 3 entry/exit points. The centre is shaped as a T so we will call the entry/exit points West Entry, East Entry and South Entry. In the mornings between 7am and 9am, there are many entries and few exits through the the East Entry. In contrast, during that same time, the West Entry has many exits and and few entries. Between 2pm and 6pm, those numbers are reversed. Based on the numbers and further observation, it was clear that part of the centre was being used as a thoroughfare and it was decided that the Centre would put convenience type tenants in that location of the mall. They showed the numbers to existing tenants that might fit the profile and the tenants over time experienced a significant growth in revenue, which in turn allowed the centre to increase revenue as well.

## CONTACT US

Foot traffic in shopping centres is an extremely important metric and with a People Flux people counting system you can be sure that the numbers are accurate. The technology is advanced, and the price is affordable. Call Peter on 0466 590 515 or Terry on 0466 590 509 to discuss how a People Flux people counting system will work for you.

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