## CAMSTREAMER

# Store Occupancy Manager

Manage the number of customers in your store using an AXIS solution in combination with the new CamStreamer 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 **big-screen TV**.

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 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 is 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

The 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 and remotely managed via API.



#### Triggering other actions

#### **Store Occupancy Manager**

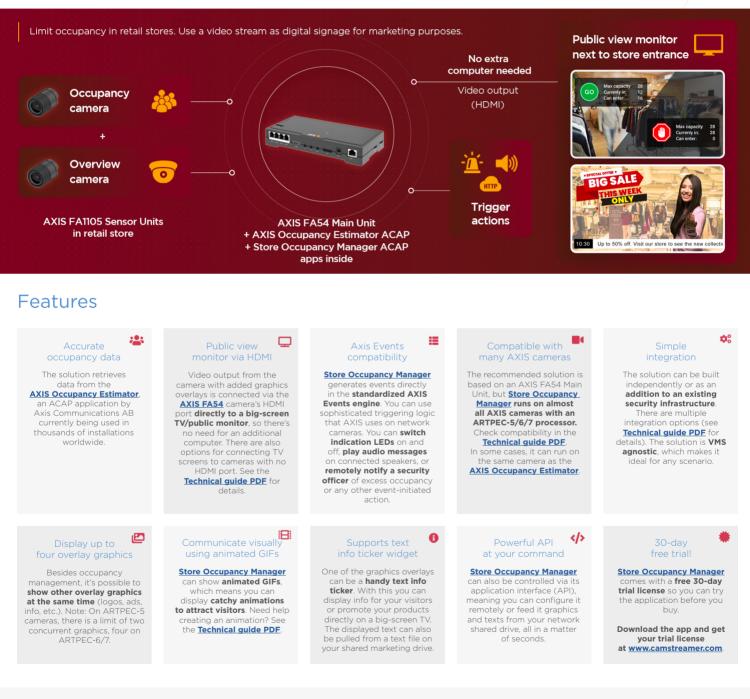
can also **trigger other** actions to meet different process requirements. It can, for example, **switch** indication LEDs on and off, play audio messages on connected speakers, control automatic doors, remotely notify a security officer of excess occupancy, or send notifications to external systems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

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### This is how it works



### Where to buy

Contact your AXIS / CamStreamer reseller:

### Want to know more?

Contact us at <u>sales@camstreamer.com</u>

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

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