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

AXIS COMMUNICATIONS
APPLICATION DEVELOPMENT PARTNER

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.

Watch video

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**

Limit occupancy in retail stores. Use a video stream as digital signage for marketing purposes.

Occupancy camera

+

Overview camera

AXIS FA1105 Sensor Units in retail store

AXIS FA54 Main Unit + AXIS Occupancy Estimator ACAP + Store Occupancy Manager ACAP apps inside

No extra computer needed

Video output (HDMI)

HTTP

Trigger actions

Public view monitor next to store entrance

Max capacity 28
Currently in: 12
Can enter: 16
GO

Max capacity 28
Currently in: 28
Can enter: 0

SPECIAL OFFER
BIG SALE THIS WEEK ONLY
10:30 Up to 50% off. Visit our store to see the new collecti

Features

Accurate occupancy data

The solution retrieves data from the **AXIS Occupancy Estimator**, an ACAP application by Axis Communications AB currently being used in thousands of installations worldwide.

Public view monitor via HDMI

Video output from the camera with added graphics overlays is connected via the **AXIS FA54** camera's HDMI port **directly to a big-screen TV/public monitor**, so there's no need for an additional computer. There are also options for connecting TV screens to cameras with no HDMI port. See the **Technical guide PDF** for details.

Axis Events compatibility

Store Occupancy Manager generates events directly in the **standardized AXIS Events engine**. You can use 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 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 compatibility in the **Technical guide PDF**. In some cases, it can run on the same camera as the **AXIS Occupancy Estimator**.

Simple integration

The solution can be built independently or as an **addition to an existing security infrastructure**. 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's possible to **show other overlay graphics at the same time** (logos, ads, info, etc.). Note: On ARTPEC-5 cameras, there is a limit of two concurrent graphics, four on ARTPEC-6/7.

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**.

Supports text info ticker widget

One of the graphics overlays can be a **handy text info ticker**. With this 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.

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**.