

AXIS PARTNER SOLUTION

Manage store occupancy

in a safe and smart way.

STORE OCCUPANCY MANAGER

 CAMSTREAMER

 **AXIS**[®]
COMMUNICATIONS

Why a Store Occupancy Manager?

Track, count and limit the number of people inside the retail store and public buildings by guiding customers to enter or wait. The solution can also be used as a universal tool for digital signage and prevent shoplifting.

Store Occupancy Manager (SOM) – overview

Store Occupancy Manager (SOM) from **CamStreamer** is a solution that helps retailers control the number of customers in a store, in order to comply with legal regulations. Besides the main purpose, it assists shoplifting prevention by letting customers know that the store is being monitored, and marketing promotion with smart digital signage. Data from the AXIS People Counter application running in the camera is pulled by the SOM application in the same camera and sent to a public welcome monitor at a store entrance in a form of a color graphics overlay (e.g. green and red signs as traffic lights).

In parallel, other information, such as security or marketing messages, can be dynamically displayed, triggered by SOM. Optionally, a pre-recorded audio announcement can be publicly played over Axis network speakers. The output can also be connected to other alarm systems or sliding door mechanisms.

What are the benefits?

End customer

The end customer receives a reliable, remote, automatic, unmanned, cost-effective solution that fulfills current governmental law measures. In addition, the customer receives a universal tool for digital signage. Graphical and audio outputs can be customized to specific security or marketing messages, aligning with the customer's brand and profile. There are multiple options to integrate with additional extensions, such as digital signage functions (bounding boxes around visitors masks can be used also for loss prevention by indicating to customers that there is video surveillance taking place in the premises). You can also use this solution to trigger other actions to meet different process requirements (e.g. switch indication LEDs on and off, control automatic doors, send notifications to external systems or security officer).

System integrator

It is very easy to deploy the solution with no need for an extra computer, as all software applications are running "on the edge" inside the Axis camera. Simple configuration. As all is open and following ACAP and VAPIX® rules it is easily extensible for the integrators with their own or third-party components.



How to build a Store Occupancy Manager solution?

Minimal configuration with a SOM app from CamStreamer, Axis camera with AXIS People Counter app and a monitor. Optionally, you can add Axis network speaker(s) playing voice messages or additional alarm system that help inform customers of announcements etcetera.

Components:

- > AXIS M Series Network Camera compatible with AXIS People Counter, e.g., AXIS M3065-V
- > Digital screen

Please visit axis.com for more camera options

Analytics:

- > ACAP AXIS People Counter
- > ACAP from Partner CamStreamer - Store Occupancy Manager

Vendors

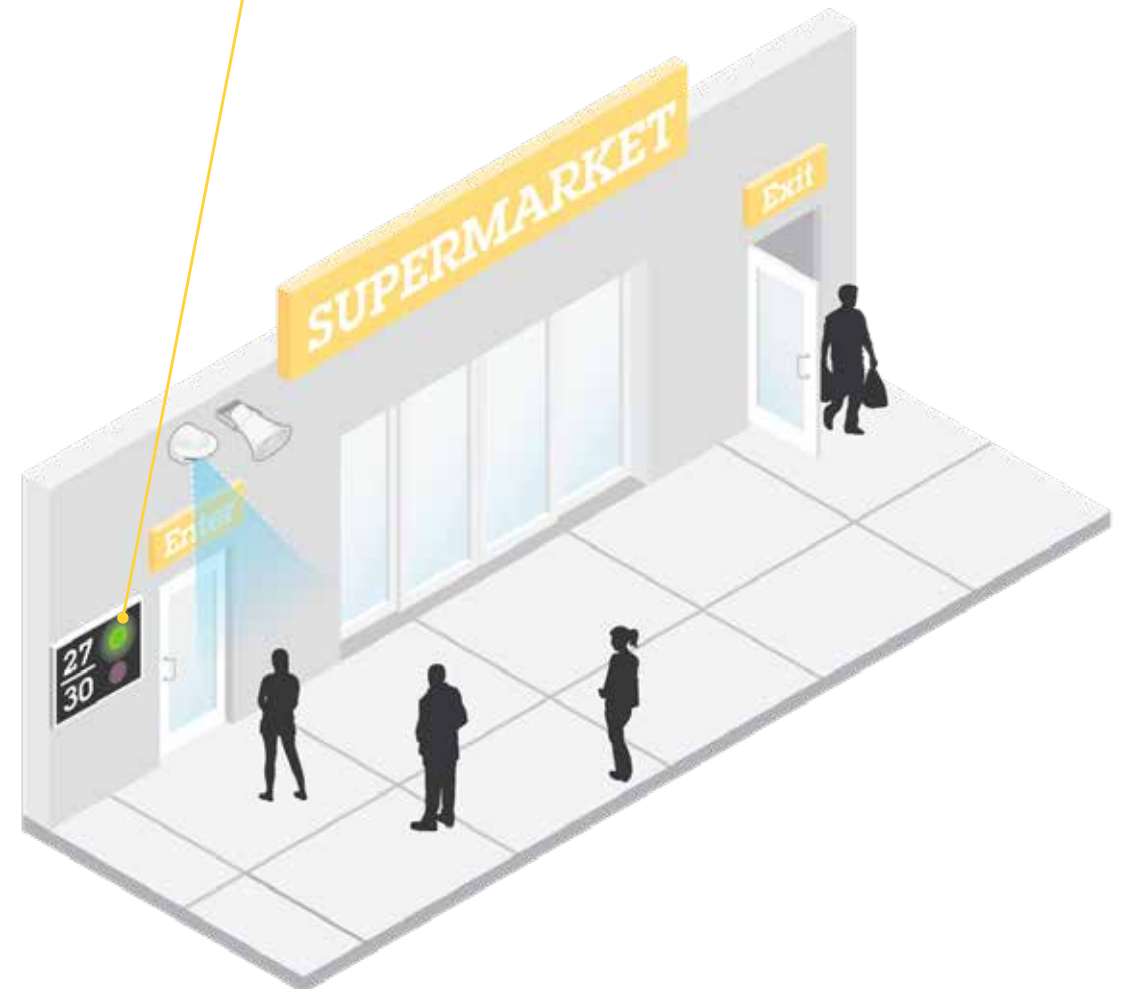
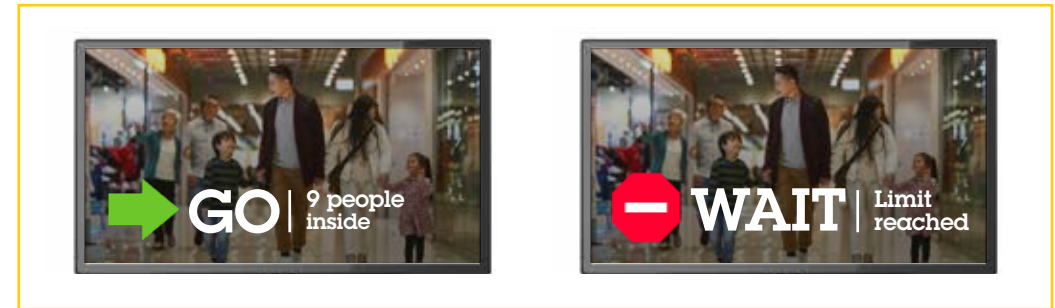
CamStreamer
Axis

Usage

Retail locations
Public buildings that require occupancy regulation

Availability

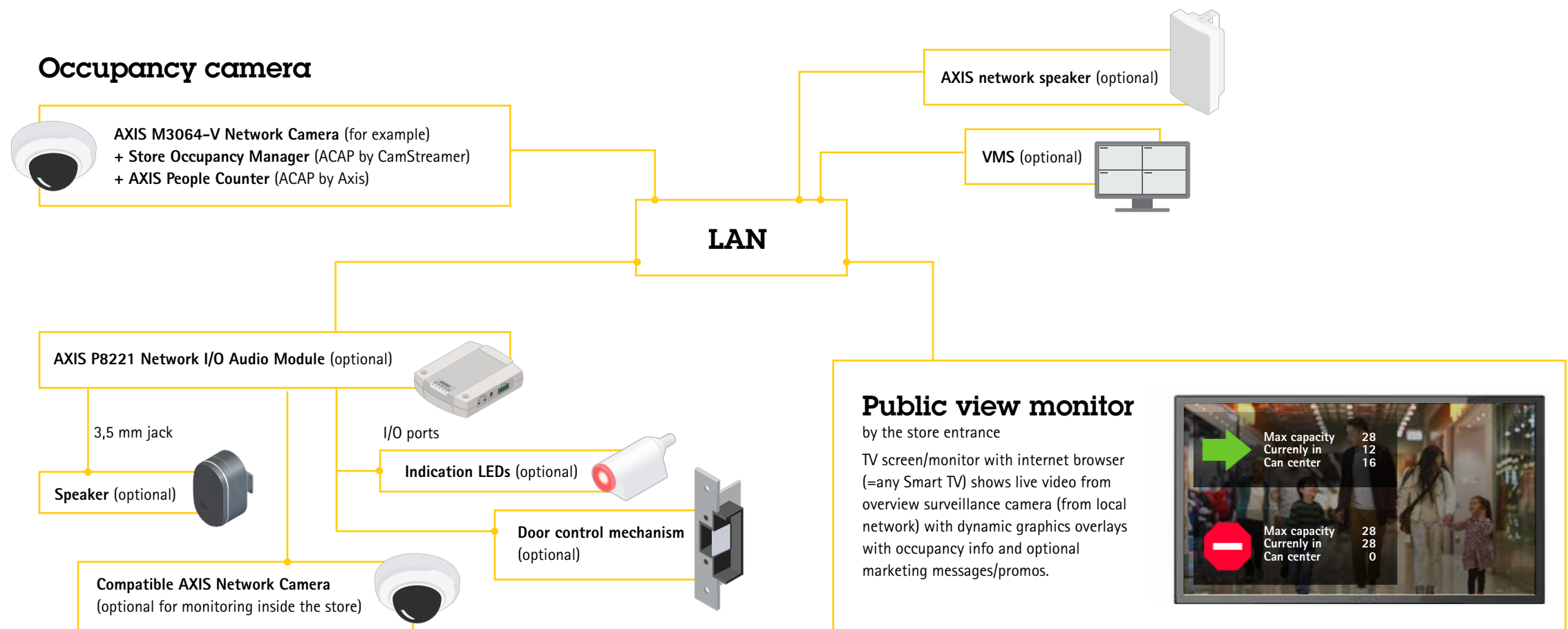
Globally



Easy to install and configure

Easy, low touch solution where a simple configuration is needed.

Dedicated camera(s) for AXIS People Counter and a camera for Store Occupancy Manager with better view to the store. Works with multiple video management systems (VMS).



About Axis Communications

Axis enables a smarter and safer world by creating network solutions that provide insights for improving security and new ways of doing business. As the industry leader in network video, Axis offers products and services for video surveillance and analytics, access control, intercom and audio systems. Axis has more than 3,800 dedicated employees in over 50 countries and collaborates with partners worldwide to deliver customer solutions. Axis was founded in 1984 and has its headquarters in Lund, Sweden.

For more information about Axis, please visit our website www.axis.com

