AXIS IVM120
People Counter

Counting your customers on-line

AXIS IVM120 People Counter is a software module for the AXIS 242S IV Video Server, which executes people count analyses. This software module is an ideal solution to use in shops and other indoor places where you need to count people.

AXIS IVM120 People Counter is an easy to set-up module, which makes it possible to instantly count the number of visitors over the network. The dedicated web page can show the total number of daily passages, a table presenting the number of passages hour by hour during the day, or the number of passages for the last seven days. Integrated with your network, it supports your staff planning and entrance management.

Collect data such as number of passages, make trend analyses and use for evaluation of advertising and promotions. All the analyses are done on site, inside the video server, making the scalability infinite. AXIS VAPIX, a platform independent API, makes it easy to integrate AXIS IVM120 to other applications. With the AXIS IVM120 you can enhance your strategic marketing decisions through effective monitoring of customer traffic.
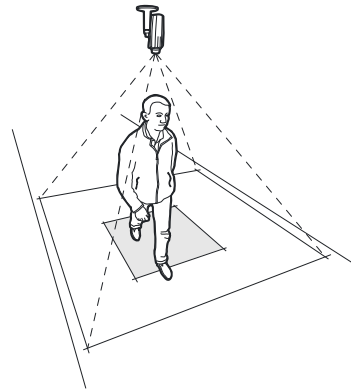
- Accurate customer/visitor counting online
- Counting your customer per hour, day or week
- Easy to set-up
- Integrates easily with your network
- Effective strategic decision support
- Supporting AXIS VAPIX API

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Specifications

Accuracy	Better than 90%	**Access from Web browser**	Online through the AXIS 242S IV Graph of today's passing Graph of this week's passing
Update frequency	Every 15 minute for daily graph Once per day for weekly graph		
Compatibility	AXIS 242S IV	**Minimum Web browsing requirements**	Browsers with SVG (Scalable Vector Graphic) support A free plug-in from Adobe which can be downloaded from Adobe free of charge is needed for the Microsoft Internet Explorer See the AXIS 242S IV manual for more information
Minimum object size	6% of horizontal image		
Installation, management and maintenance	Pre-installed in the AXIS 242S IV, or easily added afterwards – "one-click installation" Web-based system configuration Support for firmware upgrades over HTTP or FTP, firmware available at www.axis.com	**System integration support**	Powerful API for software integration available at www.axis.com, including AXIS VAPIX API

For best accuracy it is recommended that the camera is placed right above the entrance. The height depends on the optic lens used and the width of the entrance. The size of the person passing under the camera must be larger than 6% of the camera's total horizontal field of view. The quality of the image from the camera must be good enough to be able to clearly distinguish the people passing under the camera.

Compatible hardware – AXIS 242S IV Video Server

The AXIS 242S IV Video Server is a one channel video server, equipped with a Digital Signal Processor (DSP). This gives unique possibilities for executing advanced embedded applications such as people counting, trip wire detection and other advanced Intelligent Video solutions. Tailor-made Intelligent Video applications for retail, transportation and security can also be downloaded to the AXIS 242S IV for high-demanding video and audio analysis.

All the analyses are done on site, inside the video server, making the scalability infinite. It is capable of handling both video and audio analyses.

- Intelligent one channel video server
- Dedicated Digital Signal Processor for advanced video & audio analysis
- Simultaneous Motion JPEG and MPEG-4 streams in resolutions up to 704x576
- Pre/post alarm buffering for securing critical images
- Support for PTZ and dome cameras
- HTTPS encryption for network security

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