Sensormatic Integrated Traffic Counter

Accurate, business-critical information is key in today’s competitive retail marketplace. You want to know - how do your sales compare to shopper traffic? How frequently are shoppers turned into customers? How to optimize staffing? How effective are your promotions and other in-store incentives? Instead of transaction counts that merely estimate traffic levels, real-time data is available to provide customer accurate counts and sales conversions – by store, district, region or your entire chain.

Offering value beyond basic shopper counts, the Sensormatic Traffic Counter integrates into Ultra-Exit or Ultra-Post Electronic Article Surveillance (EAS) pedestals, extending the value of your EAS detection system beyond loss prevention. Leveraging horizontal infrared beams, the integrated traffic counter uses beam interruptions to detect the presence of shoppers. The dual beam-break counter is not affected by common sources of environmental interference like shadows or moving masses of warm or cold air near entrances. The Sensormatic Integrated Traffic Counter is a cost-effective, space saving solution that helps you optimize resources effectively. Stores can accurately set staff levels, breaks, shift lengths, and shift changes according to traffic, ensuring a superior customer experience while operating efficiently to help produce higher margins.

The Integrated Traffic Counter can be linked with existing EAS systems to provide even greater benefits. Gain visibility to shopper directionality by discerning between inbound and outbound traffic. Virtually eliminate unintended EAS alarms triggered when shoppers carry tagged goods near EAS detectors. And, identify potential organized retail crime (ORC) events before they occur, when linked to Metal-Foil “booster” detection.

Without direct knowledge of store traffic, advertising / promotion performance and conversion of shoppers to buyers are guesswork at best. Using the intelligent data gathered from all networked systems within the store environment, our Traffic Intelligence Reporting solution transforms predefined real-time business data into a variety of customized reporting formats based on your specific needs. The Tyco Retail Solutions Traffic Intelligence solution transforms people counts into meaningful business information. Providing accurate store data helps you make confident strategic decisions based on facts. Shopper traffic counts combined with anti-theft, alarm management, and point-of-sale data delivers unparalleled insight into business intelligence that can be used to help optimize processes and improve profitability.
Sell Sheet » Integrated Traffic Counter

System Components:

The traffic counting sensors integrate into your existing Ultra-Exit or Ultra-Post IV/6 EAS pedestal alarm lens, ensuring a simple and effective method of delivering valuable store operational information. Shoppers are counted as they pass between the pedestals. Separate counts are maintained for shoppers passing in and out (example: “1 in” and/or “1 out”). This integration does not replace or interfere with the EAS detection system’s alarm light or tone, which will continue to operate independently.

Helps Reduce Power Consumption:

When incorporated within the Ultra-Post pedestal, the Integrated Traffic Counter can enable a “power-on-demand” feature placing a dual detection system into low-power standby mode to conserve energy during periods of low or no traffic activity. Power consumption reduction of up to 86% can be experienced when in this mode.

Optional TrueVUE Traffic Reporting:

People counts are delivered to Sensormatic LDM II or UltraLink devices through the store’s network. TrueVUE Traffic reporting is highly configurable at the store, enterprise or hosted level where traffic data is sorted, reported and studied. The optional reporting solution helps generate the people count information in a variety of formats, based on specific needs, providing an easy-to-use centralized secured web portal. Real-time people counting data is readily accessible anytime and anywhere from any internet connection.

Product Compatibility:

- Digital Remote Alarm
- LDM II
- UltraLink
- Ultra-Exit
- Ultra-Post IV and 6
- Ultra-Exit Metal-Foil “booster” Detection
- TrueVUE Traffic Reporting

Additional Information:

For more information please contact your local sales representative or visit us on www.tycoretailsolutions.com.

Retailer Values

Traffic Counting

- Provides valued real-time shopper traffic count information.
- When paired with a Sensormatic device network, delivers important store performance data such as traffic count at the division and corporate level, and shopper conversion rates.

Loss Prevention

- Provides visibility to directionality of potential shoplifting events, detects presence of metal-foil booster bags, and alerts of tags-too-close.
- Helps to deliver accurate alarm management.
- Extends the value of Ultra-Exit and Ultra-Post beyond loss prevention to better manage retail store performance.

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