



Fast Food Restaurant Solution

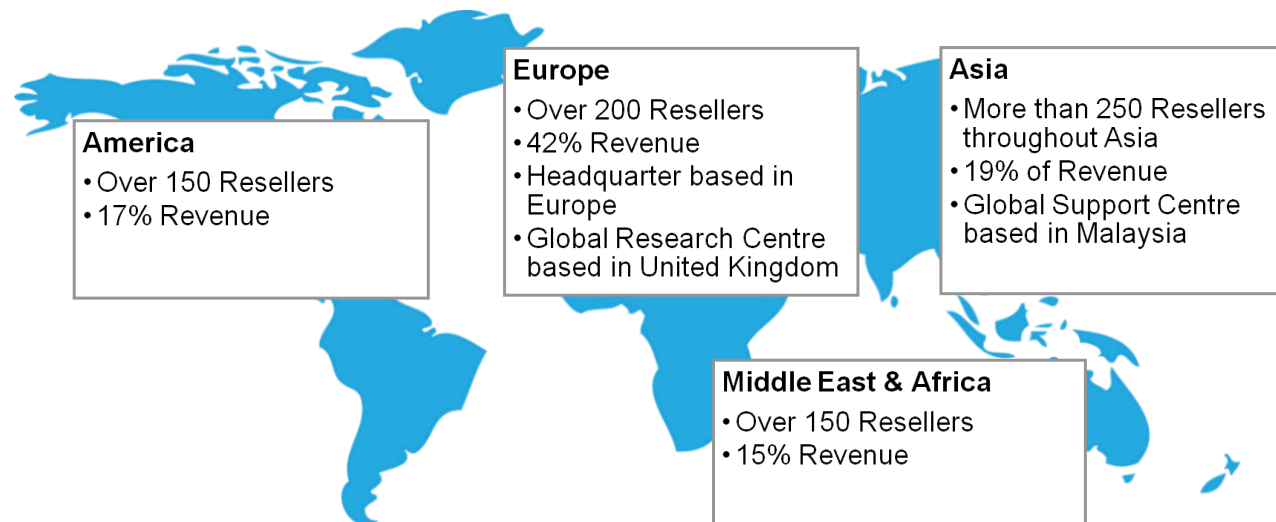
Optimise your restaurant operation

About FootfallCam™



Global Leader in People Counting System

FootfallCam is the global leader in people counting solutions. Headquartered in the United Kingdom, FootfallCam started with a team of experienced engineers with the vision of creating the most advanced people counting system in the market. We are the manufacturer of both hardware and software; all the design and development are 100% in-house made.



- FootfallCam is continuously reinvesting more than 24% revenue into research and development
- In-house R&D team dedicated to the development of both hardware and software of FootfallCam
- Combined over 100 years industry experiences in developing people counting solution
- Serving multiple sectors varying from retail, fast food, restaurants, museums to smart buildings and airports.
- Prior to the Covid-19 scenario, our research team predicted the demand for this solution ahead live occupancy we activated our R&D team to develop our Live Occupancy Control System

Agenda

- About FootfallCam
- FootfallCam Products
- Use Cases
 - Use Case #1 Queue Counting
 - Use Case #2 Washroom Management
 - Use Case #3 Seat Occupancy and Desk Clearance
 - Use Case #4 Drive Thru SLA Tracker
- FootfallCam Analytic Manager V9™
- Project Deployment
- Case Studies

About Speaker

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Director of International Sales, FootfallCam UK Limited.

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FootfallCam Products

FootfallCam provides a number of key products, specifically designed for fast food restaurants.

FootfallCam 3D MAX2™



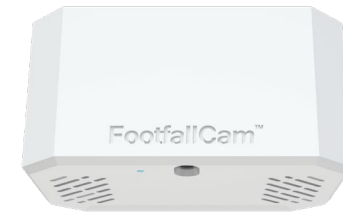
3D Stereovision + WiFi Counting
[Datasheet](#)

FootfallCam Centroid™



2D Video Analytics
[Datasheet](#)

FootfallCam 3D Mini™



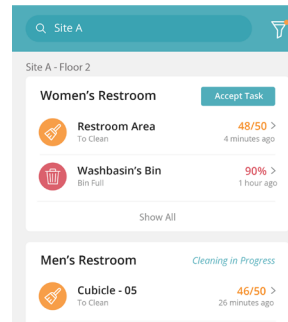
Time-of-Flight (ToF) Technology
[Datasheet](#)

Utilisation Sensor™



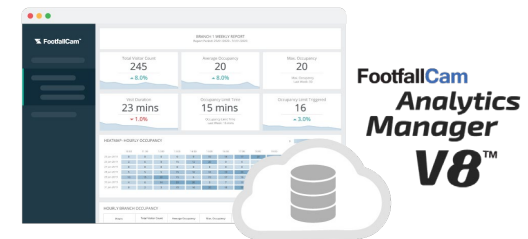
Passive Infra-red (PiR) + Time-of-Flight (ToF)
[Datasheet](#)

Washroom Management™



Mobile Application for Task Alerts

FootfallCam Analytics Manager V8™



Cloud-based Analytics Platform
[Datasheet](#)

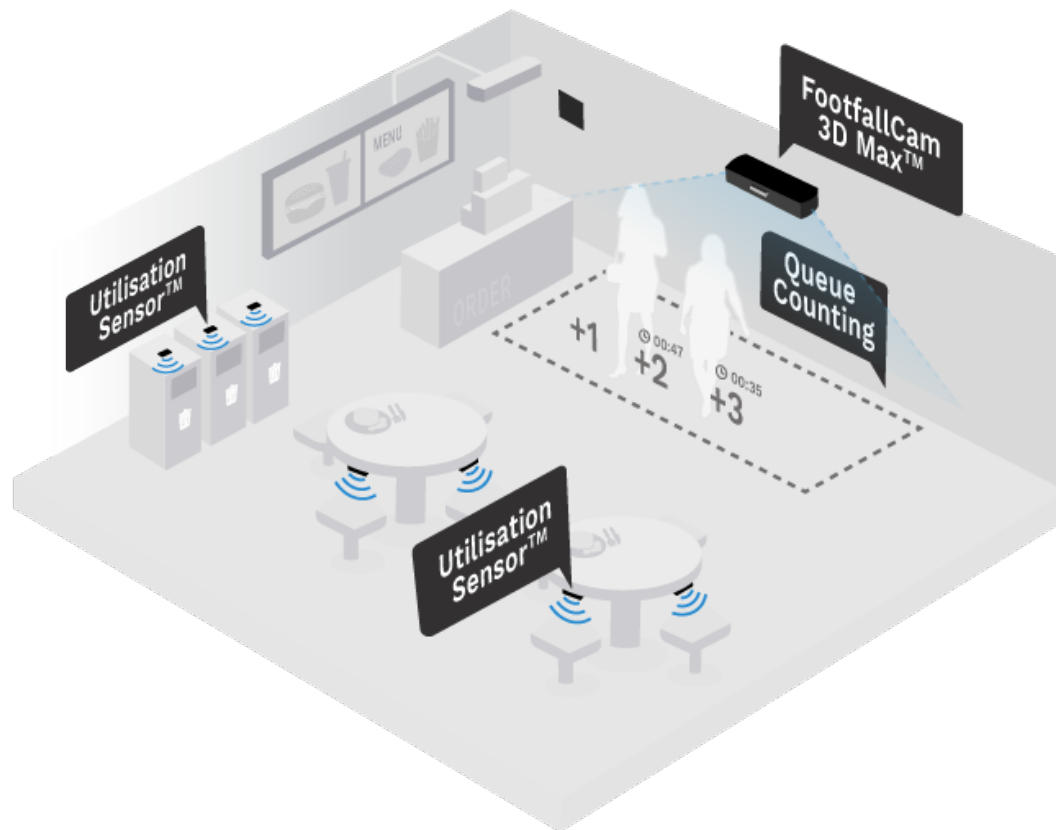


#1: Queue Counting

Monitor your speed of service by managing queue time and length

Queue Counting - Optimise Speed of Service

With queue counting detection and blob tracking technology, the **FootfallCam 3D MAX™** will automatically detect any form of movement and register the queuing patterns.



- Using **3D Stereo Vision** technology and 2D **video analytics**
- Highly accurate with video proof
- Suitable for covering **wide areas**
- Field of view (FOV): **120°**
- Proven deployment in KFC (Kentucky Fried Chicken), Applegreen, and more



FootfallCam 3D MAX™

YouTube Link: <https://youtu.be/MFFJfvdylfY>

Queue Management Report

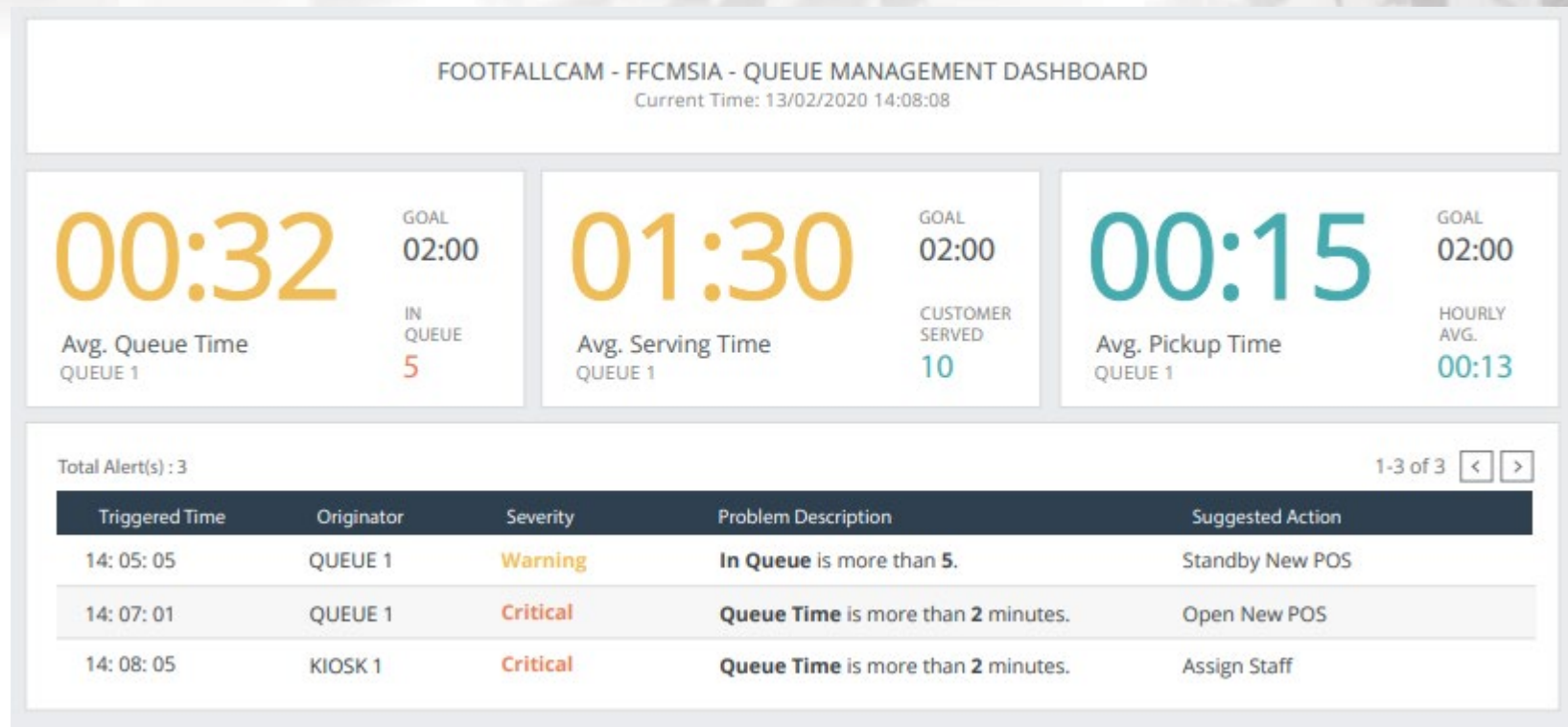


Enable Management to Answer Key Business Questions:

1. How long is the **average queue length**?
2. How long does a customer have to wait before they are **served**?
3. How long does a customer have to wait before **picking up** their food?
4. How many customer left due to long waiting time?
5. How many customers are served on a daily basis?
6. When should I **open more counters** to accommodate the increase in the number of customers?

View report [here](#).

Queue Management Dashboard



Real-time queue monitoring

Instead of actively managing the queues, managers can use the Queue Management Dashboard to [easily keep an eye on the queue length](#).

Automatic alert during slow customer serve time/long queue length

Enable managers to take actions by [sending a notification](#) before the severity of the queue reaches critical level.

Make proactive decisions on the spot

Make decisions based on the [Suggested Action](#) shown upon trigger alert, which considers the number of visitors in queue and the average serving time.

Measuring Speed of Service



YouTube Link: <https://youtu.be/MFFJfvdylfY>

Accurately track the speed of service

By utilizing [queue counting detection and blob tracking technology](#), FootfallCam 3D MAX™ is able to precisely measure customer's queue time and queue length.

Ensure customer satisfaction

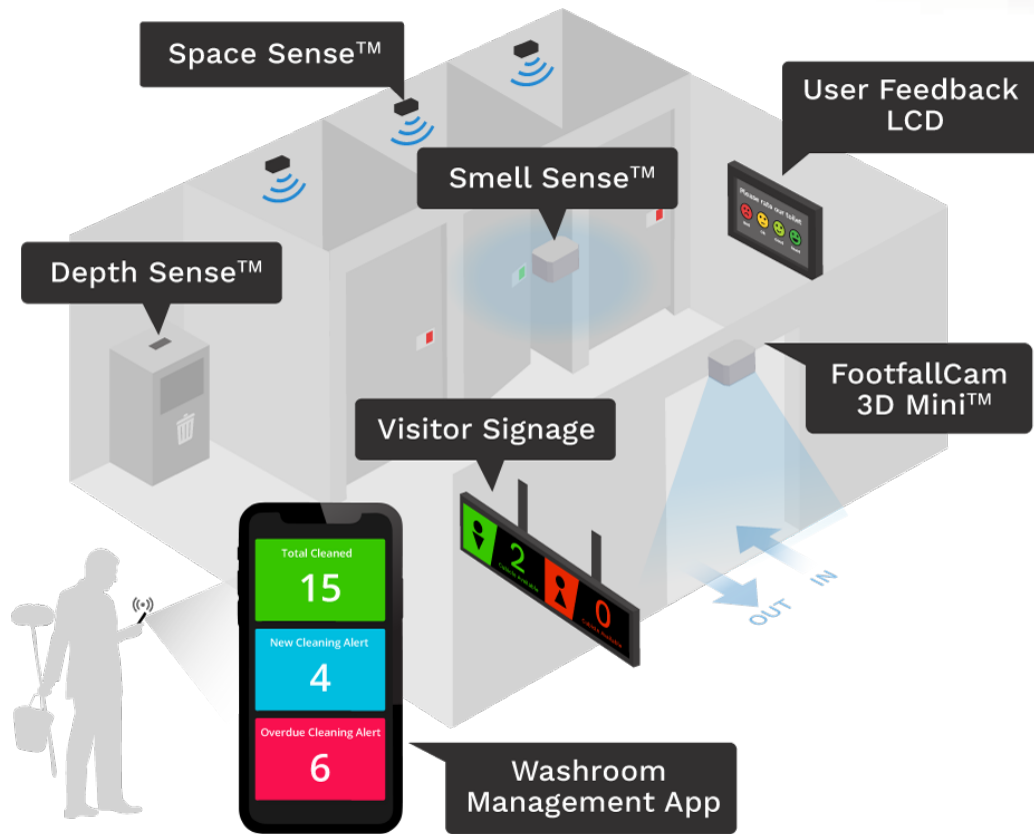
Businesses lose 75% of customers due to long queue waiting time. By monitoring queue lengths, managements can [reduce customer turnover and increase customer retention](#).



#2: Washroom Management

Demand-based washroom cleaning schedule

Washroom Management – Demand-based Cleaning Schedule



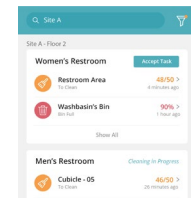
- Washroom cleaning based on **actual usage**
- Prevent under-cleaned or over-cleaned washrooms issues
- Receive wireless alert via mobile application
- Track SLA via cleaning service log
- **Reduce cost** based on the most optimal SLA service



FootfallCam 3D Mini™



FootfallCam Utilisation Sensor™



Washroom Management™

Washroom Management



YouTube Link: <https://youtu.be/iE4f15g5-TE>

Demand-based Cleaning

Crews get accurate information about cleaning needs via wireless cleaning notification alert which can lead to improve the efficiency for janitorial services.

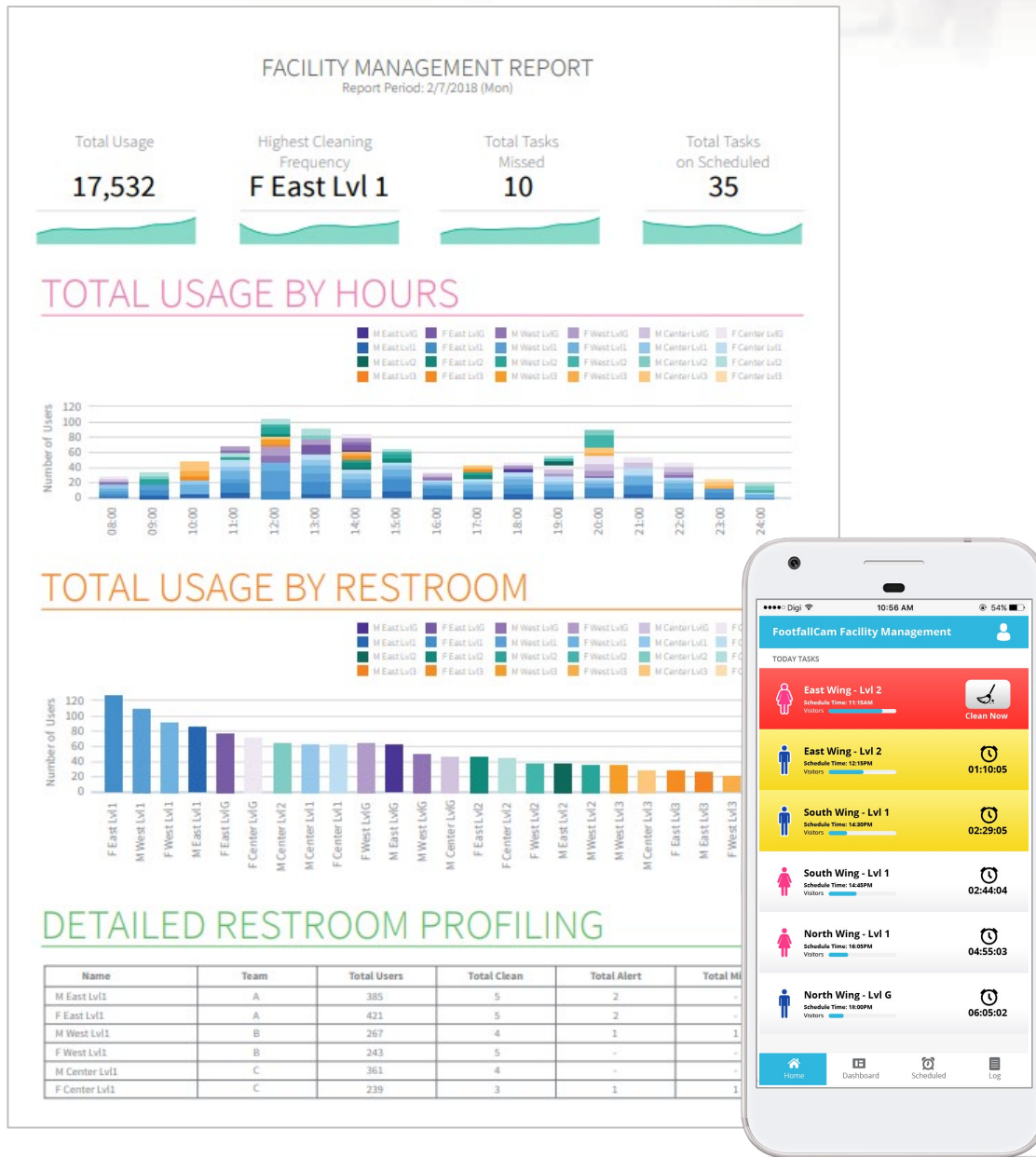
Measure SLA and Auditable Cleaning Fee

Identify the cleaning service KPI with over-cleaned or under-cleaned which able to optimize the cost of maintenance.

Improve User Experience

A reliably serviced washroom facility is a more welcoming place for its users.

Washroom Management Report



Cleanliness Reassurance

- Provide clear view on washrooms historical **utilization rate**
- **Forecast** washroom demand usage from historical trend
- **Full transparency** on cleaning staff performance.
- **Measurable KPI** for cleaning staff performance review
- Utilise available data and feedback to **improve user experience**

Cleaning Staff Optimization

- **Better allocation** of cleaning staff based on historical trend
- **Cost saving** on unnecessarily washroom cleaning.
- Reduce burden and **time saving** eliminating scheduling work

#3 Desk Clearance and Seat Occupancy

Improving customer's dining experience

Desk Clearance

Desk cleanliness and usage can be measured by installing a [FootfallCam 3D MAX™ integrated with FootfallCam Centroid™](#) above the desk.

Alternatively, [the existing CCTV system can also be integrated with FootfallCam Centroid™](#) to detect the occupancy of the area.



Table	Status	Duration
1	Clean	15 minutes
2	Unclean	1 minute
3	Unclean	2 minutes
4	Occupied	50 minutes
5	Clean	20 minutes
6	Clean	4 minutes
7	Unclean	6 minutes

Detect cleanliness in real time

Restaurant managements can easily have an overview of the [cleanliness level of all desks](#) via dashboard.

Measure staff efficiency

Monitor the time it takes for a staff to clean the desk and [ensure that they are according to the restaurant KPI](#).



[FootfallCam 3D Max™](#)



[FootfallCam Centroid™](#)

Space Utilisation – Measure Space Usage



YouTube Link: <https://youtu.be/IIeiy8Xo28w>

Clearer Insights into Customer's Behaviour

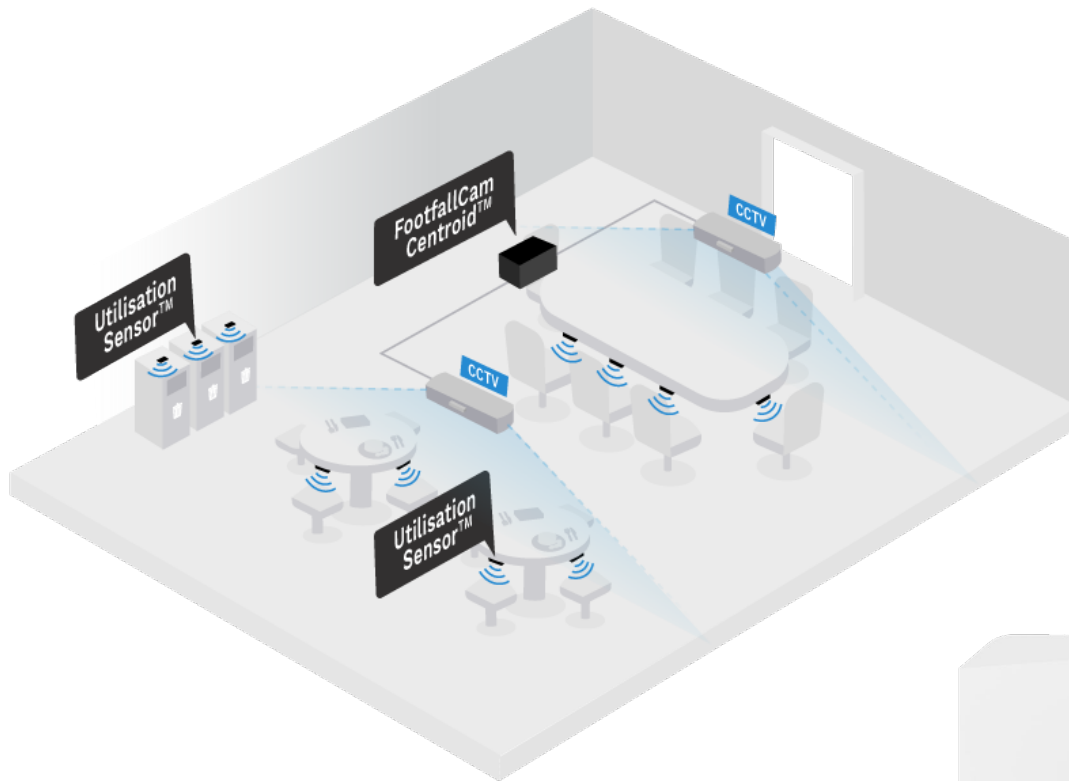
Measure the **utilization of different areas** of the restaurant especially if there are additional floors or mezzanine.

Manage Energy Usage to Reduce Operating Cost

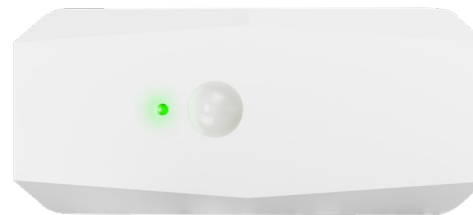
During off-peak hours, managements can minimize the energy usage in different areas of the restaurant to **reduce the operation cost**.

Seat Occupancy

The number of people sitting in the area can be detected by installing a [Utilisation Sensor™](#) under each desk. Alternatively, the [FootfallCam Centroid™](#) can also integrate with existing CCTV system to detect the occupancy of the area.



- [Utilisation sensor](#) for desks usage
- Using Passive Infra-Red (PiR) or 2D [Video Analytics](#)
- Suitable for [open space](#) or [large area](#), e.g.: fast food restaurants, cafeteria, co-working space
- Ease and scalability of its deployment



[Utilisation Sensor™](#)

OR



[FootfallCam Centroid™](#)



#4: Drive Thru SLA Tracker

Measuring the serving time at each of the counters in the drive thru

Drive Thru Timer – SLA Tracking System

FootfallCam Centroid™ connected to existing CCTV cameras in the drive thru area enables management to monitor serving time.

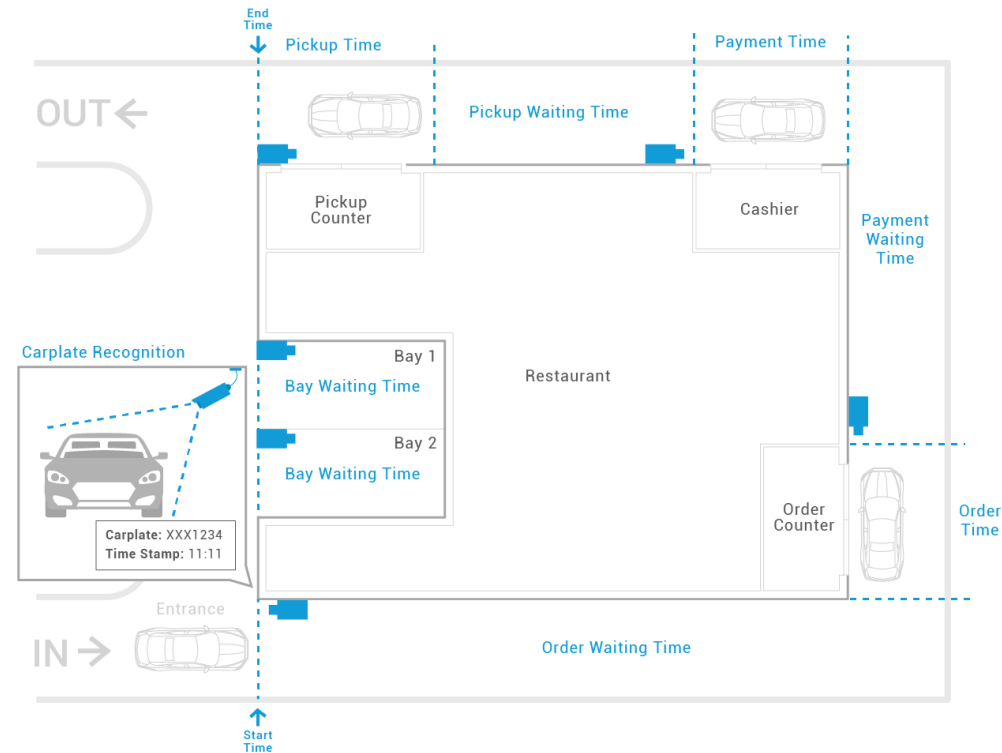


- Easy to install, integrate, and maintain
- Option to **reuse your existing CCTV cameras**
- 1x Centroid can support up to 8 CCTV cameras (via RTSP)
- Intelligently **track individual car plate number** with image processing technology
- Real-time display of waiting and serving time of different drive thru counters



FootfallCam Centroid™

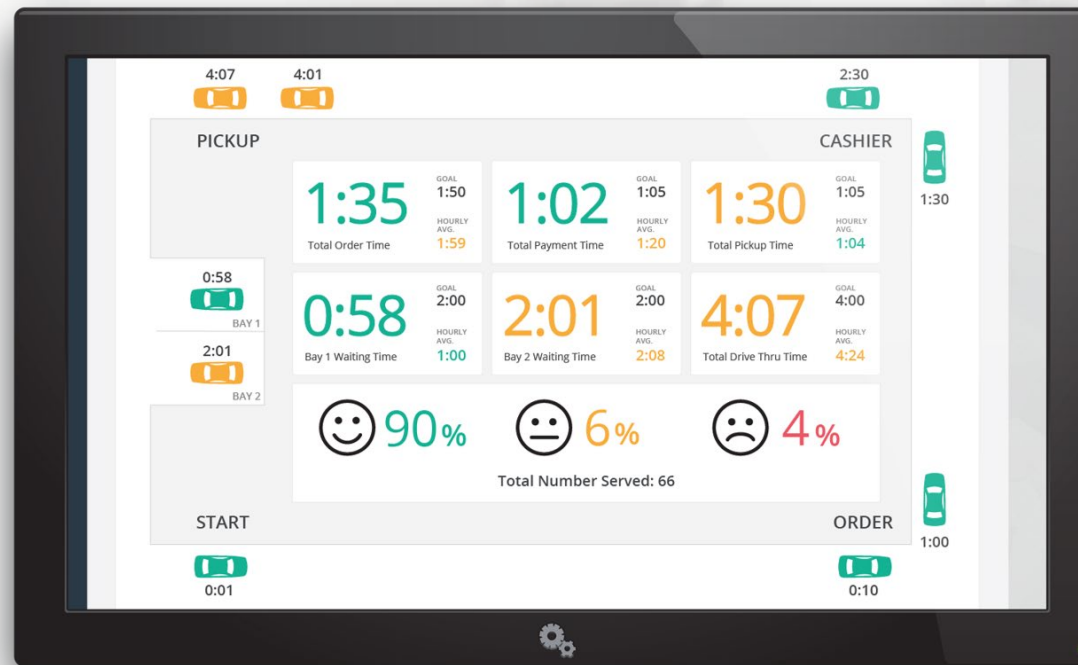
Drive Thru Timer – SLA Tracking System



How it works?

- When a customer's car reaches the drive thru, the car plate number and the time stamp is taken.
- As the customer goes through different counters (order, cashier, pickup), the serving time is obtained.

Live Dashboard for Drive Thru Operation



Optimize the Internal Operation

- Identify the bottlenecks and provide correction measures
 - Effective staff allocation based on demand
 - Optimize the speed of service
 - Cost-saving with higher ROI
- Measure staff KPI and performance based on the data-driven reporting

Enhance Customer Experience

- Reduce the waiting time and serving time in different service counters
- Track service time on the live dashboard
 - Ensure customers are served quickly and effectively to improve customer satisfaction
- Improve returning customer rate

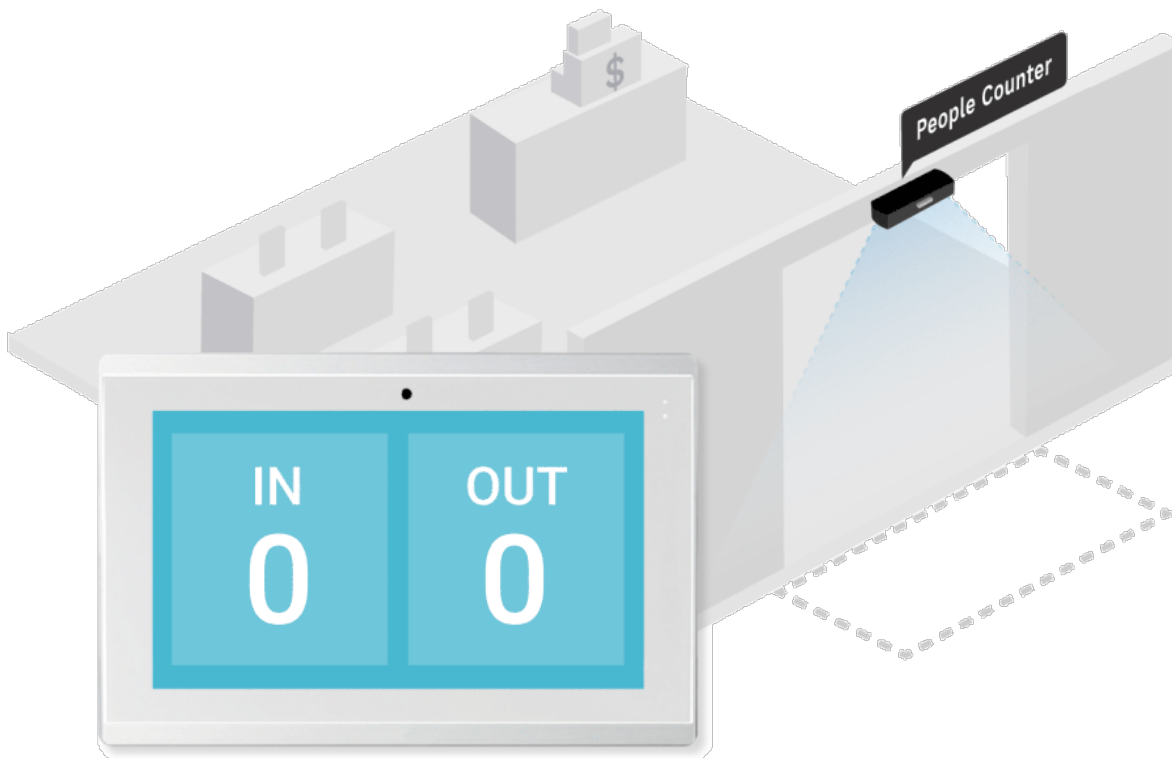


#5: Door Counting + WiFi Analytics

Accurate count on the number of visitors

People Counting at Entrances

FootfallCam 3D MAX™ cameras installed at the entrances can detect the number of people entering and exiting the premise.



- Using [3D Stereoscopic Counting](#)
- [Bi-directional counting](#)
- Suitable for [wide entrances](#)
- Highly accurate with [98%](#) accuracy
- [Wi-Fi Counting](#) and Analytics
- Proven deployment in A.S. Watson, Fred Perry, Joules & etc.

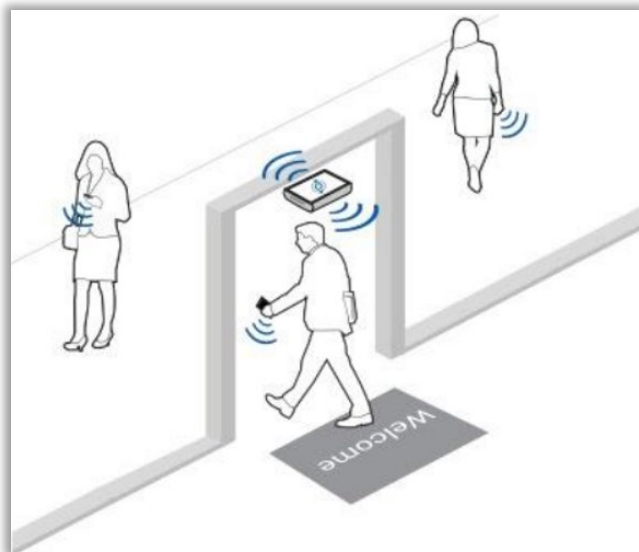
High Traffic Counting: <https://youtu.be/kSvj-BoCd6s>
Children Counting and Object Exclusion: <https://youtu.be/cyjo3d5nFdw>



[FootfallCam 3D MAX™](#)

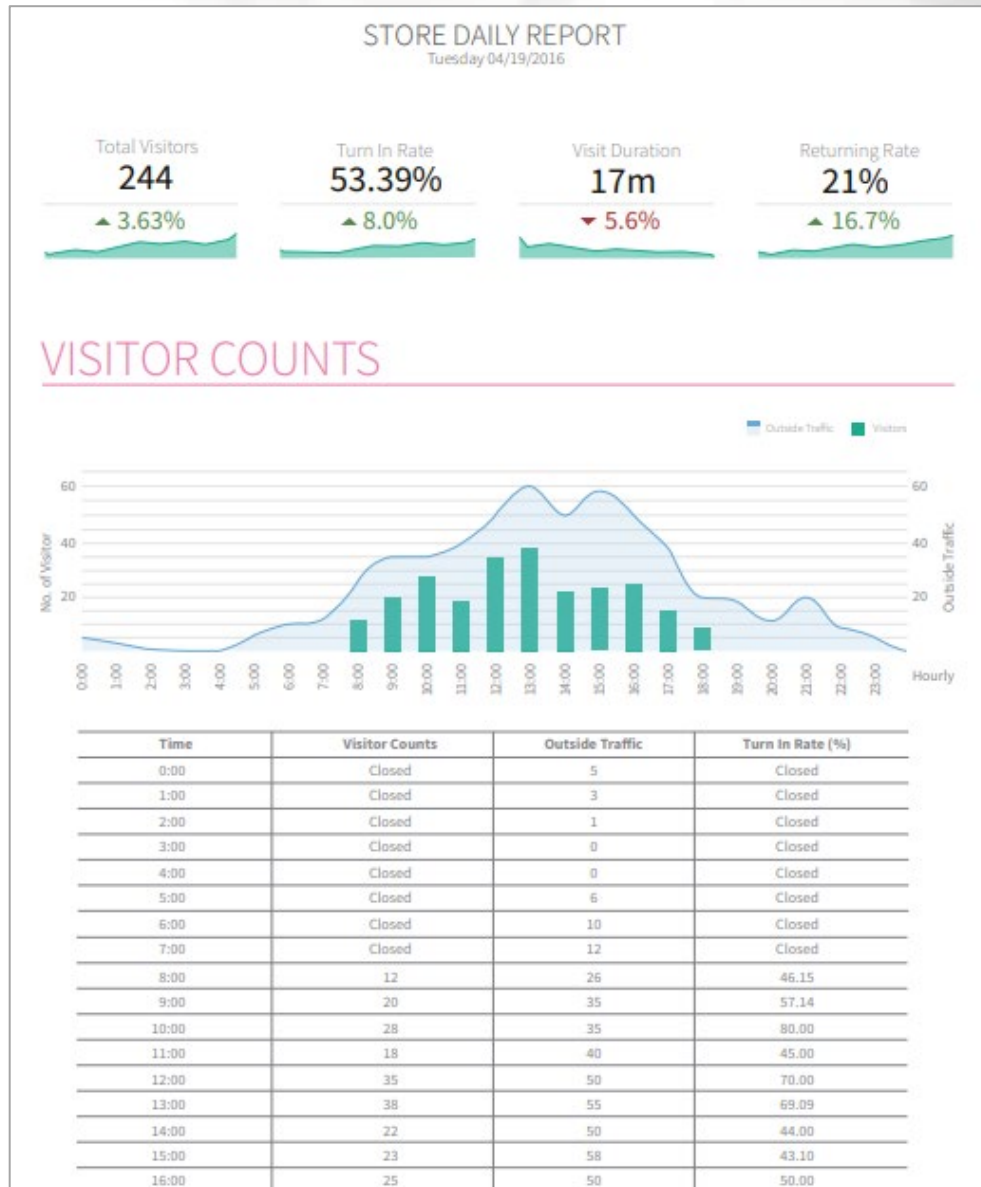
Wi-Fi Analytics

Combining the capabilities of both Wi-Fi analytics and video analytics to allow restaurant managers to drive data action insights and make impactful changes in their operations.



- Track in-store **customer behavior**
- Using Wi-Fi counting to track individual customer's MAC ID
- User privacy protected—[Anonymised Data & GDPR Exemption](#)
- Track metrics such as:
 - **Returning customer**
 - How many customers are returning to your store?
 - **Customer dwell time**
 - How long does an average customer stay?
- Use Case:
 - Determine the success rate of a marketing campaign
 - Measure store performance based on data-driven KPI

Store Daily Report

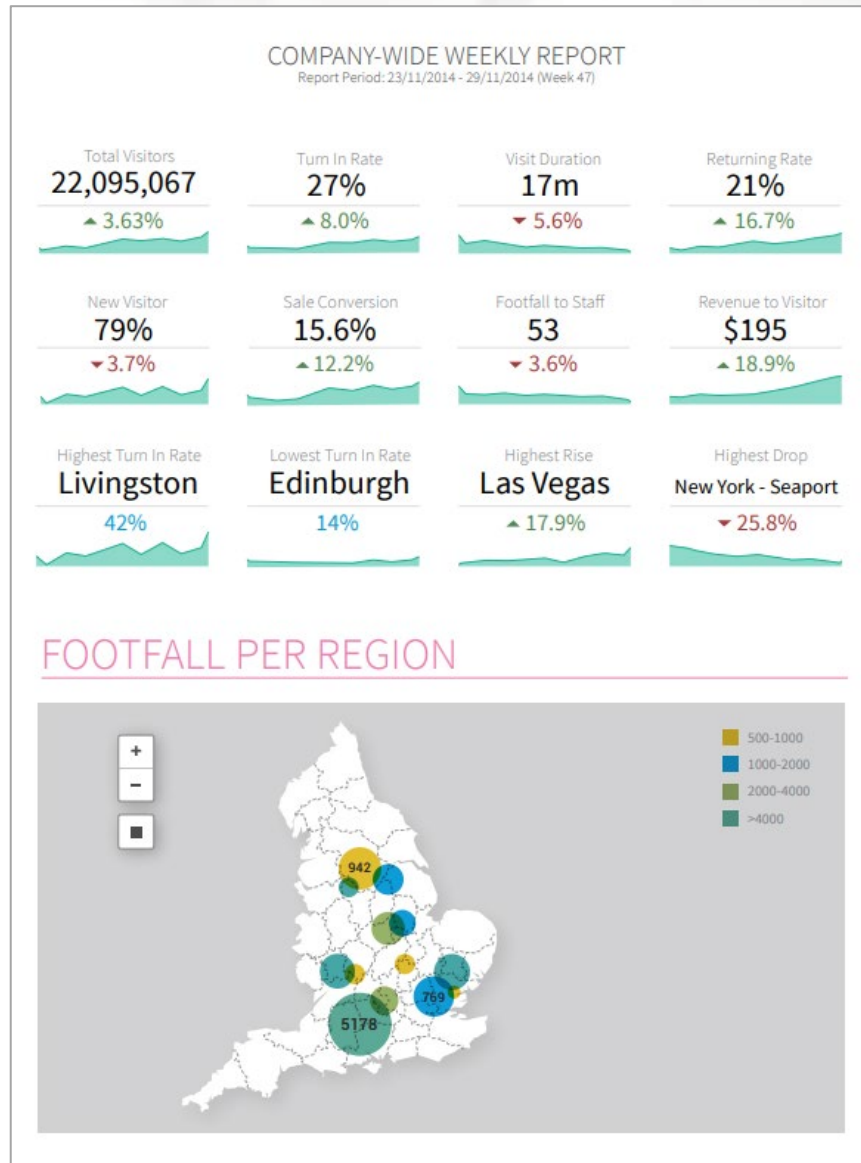


View report [here](#).

Monitoring the store performance using measurable visitor count data metric

1. What is the **total number of customers** visiting the restaurant?
2. How many percent of the visitor from the outside traffic **turned into** the store?
3. How long does an average customer stay in the store?
4. How many percent of the visitors are **returning customers**?
5. What is the trend of the visitor count over time?

Company Weekly Report



View report [here](#).

Overview of key metrics for all restaurant chains within the company

1. What is the customer traffic profile ([dwell time](#), [visit frequency](#), etc.) of the stores in different regions?
2. Which region achieved higher ranking in retaining customer loyalty ([returning customer](#))?
3. What is the average [turn-in rate](#) across all stores?
4. Which is the highest performing and lowest performing store?
5. What is the actual store performance when comparing the [sales conversion](#)?



FootfallCam Analytics Manager V9™

FootfallCam Device Management

FootfallCam™

CP Changelog (R1261) adminCompany

Device

Save Cancel Delete Device

Device Info

Device Name: Branch GPIO Notification Alert

Serial: 15F010156895 | 000000df5v4d21

MAC Address: b8:27:eb:30:a4:dc

Mounting Height (Lens): 3.5m (100")

Firmware: 3.4.0 (Upgrade)

Last Allocation Date: 2019-Dec-27 15:12

Warranty: Within Warranty Expires on 2020-Aug-20

Health Check

Network Status: Offline since 2020-Jun-21 16:55

Device Health Check: Low Storage : < 50mb, High Temperature : 80 C

Device Profile: Swinging Door

Pending Issue:

Pending Action:

Notes for customer:

Settings & IT Details Accuracy Audit Floor Plan Related Ticket(s) Internal Workspace

Stage: #2 First Line Tuning

SLA: 2 Day(s)

Tuned: 2019-Dec-29 12:55 (View Report)

Notes for Customer:

Reverification Approval: 2019-Oct-12 10:08

Approval Reason: Store Layout Changed

Schedule Video

- Designed to manage large number of counters
- Collects data from all counters and centralizes them in a single place
- Fully manage FootfallCam sensors
- Easily **add and remove** counters from your account
- Edit configurations remotely without going on-site
 - Branch ID
 - Counter ID
 - Number of sensors per branch,
 - Operating hours
 - Etc.

More details can be found [here](#)

FootfallCam Health Check

CP Changelog (R1261) adminCompany

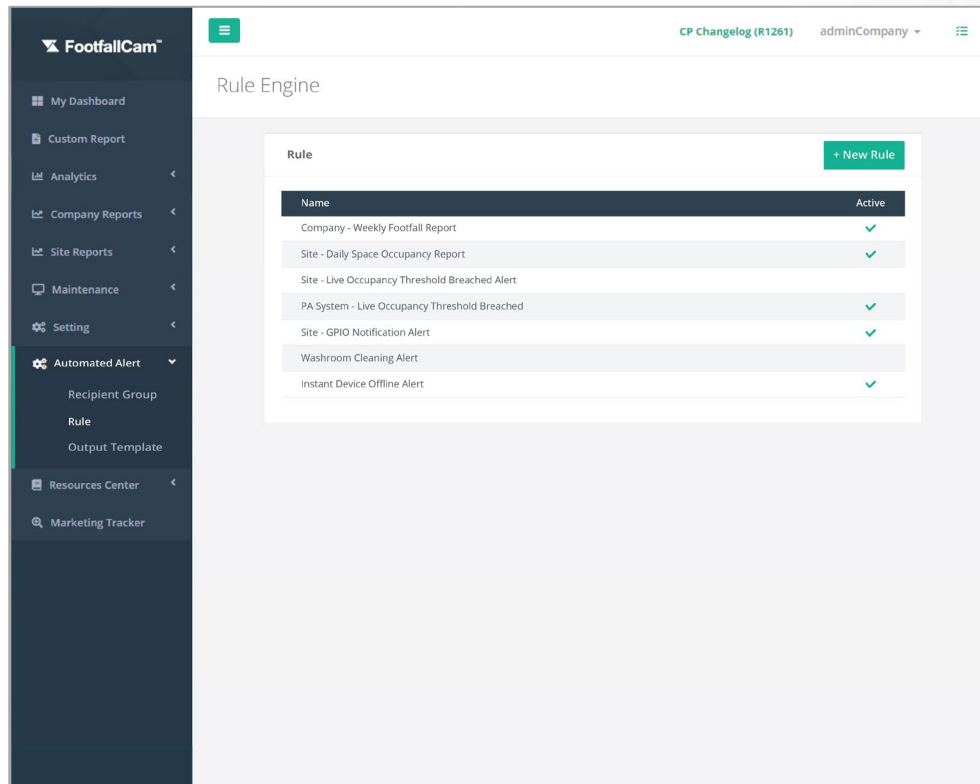
Device Management & Health Check

Device List [+ New Device](#)

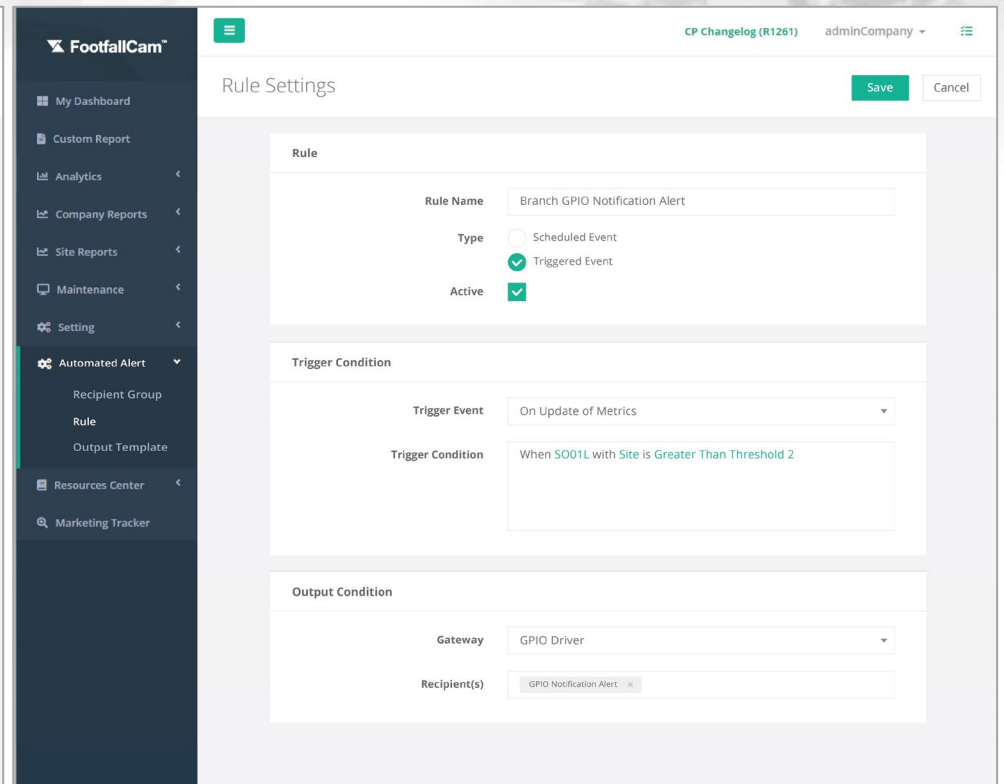
Device	Serial	Type	Site	Accuracy Audit	Device Health Check	Device Profile	Pending Issue
● MainEntranceL	00000015fsd651 15F010552566	Counter	Bath	#2 Second Line Tuning		Lack of Tracking Area Swinging Door	Live view changed
● MainEntranceR	00000015fg58g65 15F010552654	Counter	Bath	#4 Completed			-
● Exit	00000015jfhf556 15F010552559	Counter	Bath	#4 Completed	Low Storage:55		-
● CentroidRetail	1422419047798008084fe 19J01010101003	Centroid	Bath	-			-
● ComputerRetail	1000000018d0b681 20R010000001	Mini Computer	Bath	-			-

- Monitor if all sensors are connected and counting.
- Scheduled daily checks at a pre-defined time
- Display counters that are offline for more than 30 mins
- Send automated email alert to person-in-charge detailing any faults found
- Proactive yet manageable approach
- Detects issues such as:
 - Network issue or failures
 - Abnormal data alert
 - Counting data and Wi-Fi data upload checking

FootfallCam Rule Engine



[FootfallCam Rule Engine - List View](#)



[FootfallCam Rule Engine - Settings](#)

- 500+ different rule templates
- Customised rules using Python, interface with:
 - FootfallCam raw data, or
 - Aggregated metrics
- Automatic notification via SMS, Emails, Android and iOS Apps

Account Management

Individual user accounts can be setup for team members and assign access rights accordingly.

Account Type	Description	Example
Admin	Can create more accounts and remove unwanted accounts.	CEOs are able to restrict the store managers' access to certain data metrics.
User	Limited access in account creation and removal.	Store managers are only allowed access to their own store's data.

User Accounts [?]

[Add User](#)

Users	Account Type	Email	Last Login	Delete User
Joules	admin	marcin.klosok@joules.com	4/16/2020 5:44:14 AM	
Marcin Klosok	admin	Marcin.Klosok@joules.com	4/2/2020 10:38:30 AM	✕
Jeannette Copeland	user	Jeannette.Copeland@joules.com	6/21/2017 8:15:58 AM	✕
Ben Warren	admin	Ben.Warren@joules.com	2/20/2020 11:22:57 AM	✕
Marc Dench	user	Marc.Dench@joules.com	9/7/2017 8:49:57 AM	✕
Lindsey	user	Lindsey.Rowley@joules.com	1/29/2018 3:26:43 PM	✕
JamesH	admin	james.hollingsworth@joules.com	8/3/2019 10:22:21 AM	✕
Jody Bwyne	user	jody.bwyne@joules.com	10/5/2018 4:46:27 PM	✕
Lauren	user	Lauren.Peace@joules.com	3/4/2019 12:25:47 PM	✕
Jess Welsh	user	Jess.Welsh@joules.com	1/1/1970 12:00:00 AM	✕
Kelly Perkins	user	Kelly.Perkins@joules.com	10/8/2018 5:09:33 PM	✕
James Oneill	admin	james.oneill@joules.com	1/30/2019 10:17:04 AM	✕
Alex Kirk	admin	Alex.Kirk@joules.com	11/13/2018 3:02:23 PM	✕
Chris Sutton	admin	chris.sutton@joules.com	4/14/2020 4:06:28 PM	✕
Tejal Chandarana	admin	Tejal.Chandarana@joules.com	3/11/2019 10:59:12 AM	✕
Nick Weare	admin	Nick.Weare@joules.com	4/14/2020 4:05:56 PM	✕
Danie Earl	admin	daniel.earl@joules.com	2/17/2020 2:26:20 PM	✕
Richard Sortwell	admin	Richard.Sortwell@joules.com	1/1/1970 12:00:00 AM	✕

Add New Account

Account Type

User

Site

Available

155 - ABERSOCH
10 - ALDEBURGH
92 - ALDEBURGHLITTLE
171 - ALNWICK
173 - AMBLESIDE
26 - AMERSHAM
147 - ASHBOURNE
213 - Ashford
218 - Banbridge
148 - BARNSTAPLE
216 - Basinstoke

Accessible by this account

85 - ABERDEEN

Page Access

Available

Accessible by this account

My Dashboard
Analytics Center
Weekly
Daily
Issue Tracker
Sites
Export
Weekly
Daily
Sales Weekly
Sales Daily

Customisable Dashboard and Reports



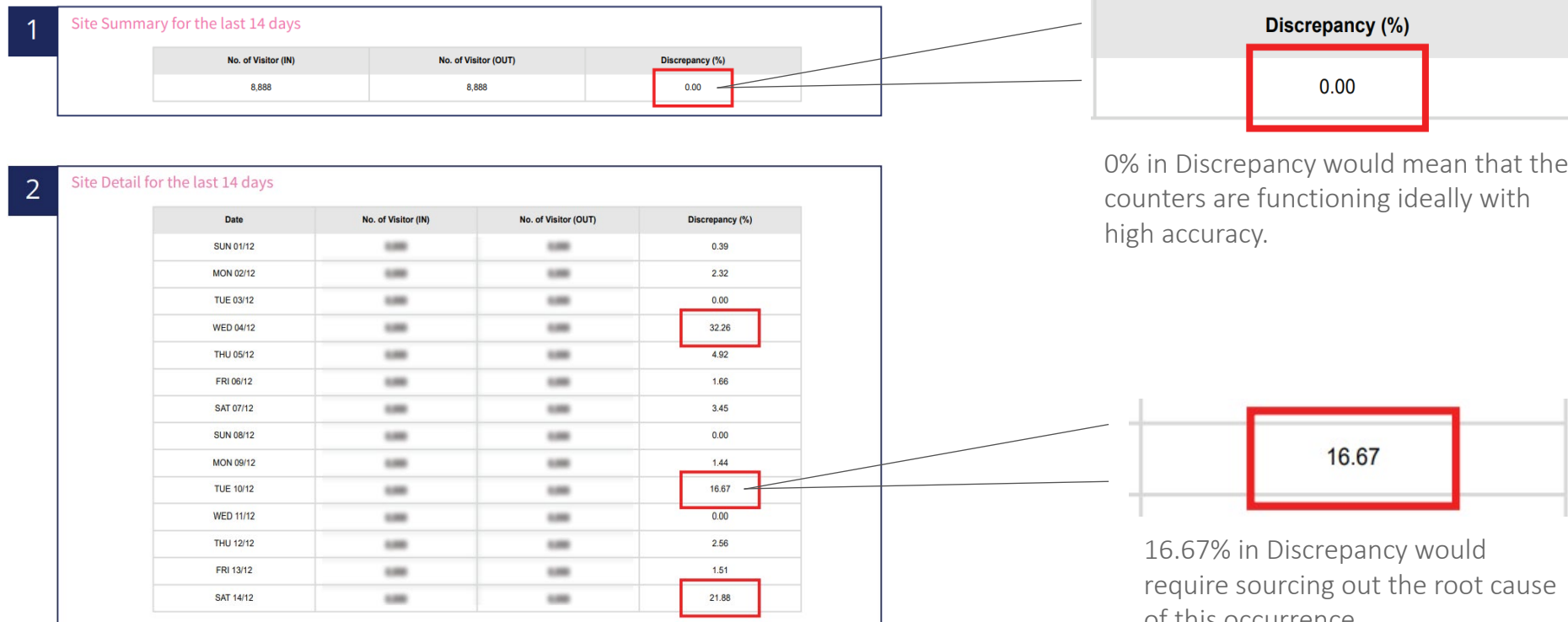
View Custom Report Demo [here](#).

In addition to the 60+ readily available reports, FootfallCam has an array of widgets available which can be used to combine and make [customised dashboards and reports](#) to address your business requirements. Here are a few examples of the reporting formats available:

- Line chart
- Bar graphs
- Monthly trends
- Heatmap table
- Floorplan

Maintaining Data Integrity

The [Data Integrity Report](#) allows users to monitor data discrepancies and site changes. For example:

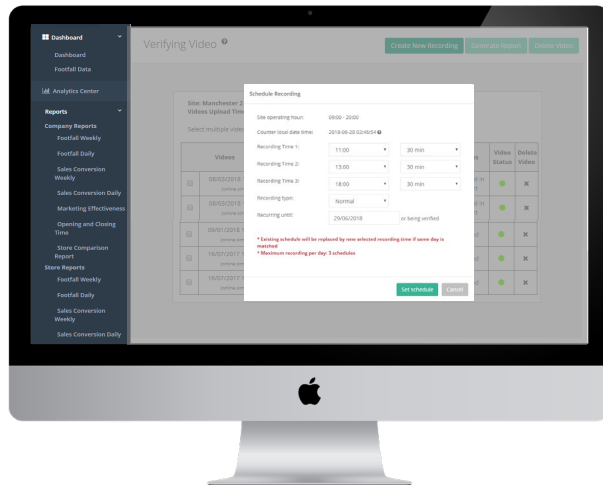


To recover the missing data, FootfallCam server will re-aggregate the raw data stored in counter level and store the re-aggregated data in the server. Hence, users can [retrieve the missing daily or hourly data](#) so that macro trends will not be affected.

More information can be found [here](#).

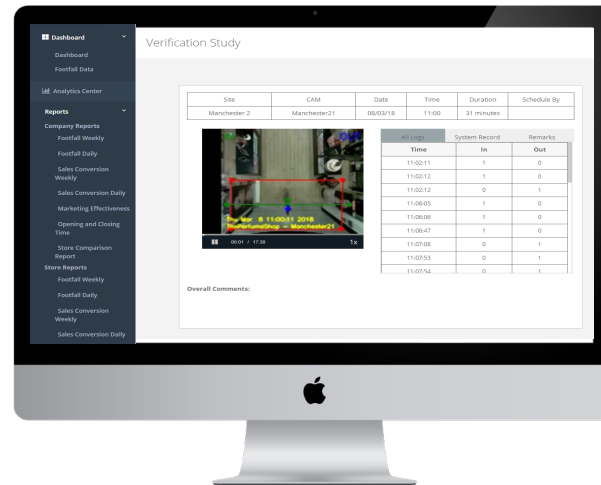
Accuracy Audit

How do we audit accuracy to ensure 95% and above counting accuracy?



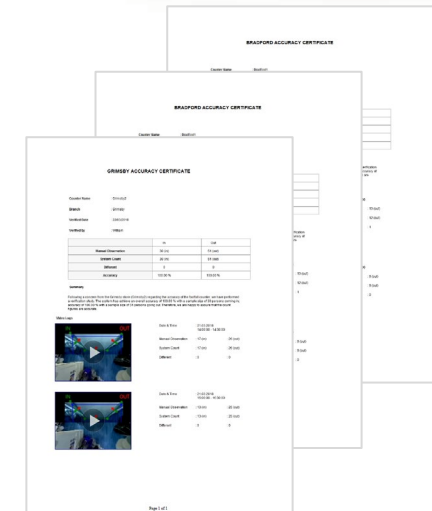
1 Schedule video recordings

Schedule video recordings of peak hours to ensure there is sufficient sample size (20 and above) for to audit the accuracy of the counter.



2 Compare system count and manual count

Compare the system count generated by the FootfallCam device against manual observations to determine the accuracy of the FootfallCam.



3 Generate verification report

Once there is sufficient sample size and the accuracy is satisfactory, a verification report with the video proof used in manual observation will be generated.

(Verification report: [Sample 1](#) & [Sample 2](#))

Built-in maintenance support portal

The one-stop support center for all FootfallCam Analytics Software users.

Any technical issues can be raised via the Support Portal and this will be assigned to a technical personnel accordingly.

The screenshot displays the 'FootfallCam Trouble Ticket' support portal. A modal window titled 'Raise a Trouble Ticket' is open, allowing users to submit a new issue. The background shows a list of existing tickets with columns for Ticket #, Ticket Subject, and Category.

Trouble Tickets

FootfallCam Trouble Ticket

Ticket #	Ticket Subject	Cat
2002-32977	Counter Is Not Ready [FFC]	diff
1911-32286	Unable to contact SQL server	oth
1911-32221	Serial Number	No
1908-1328	Blue indicator for Northcote Rd	No
1906-0988	Trigger area	No
1906-0964	Data Not Accurate	No
1905-0597	Data Not Accurate	No
1905-0575	Missing Data	No

Raise a Trouble Ticket

Reported Device(s): ☒ Company level ☐ Device level

Ticket Subject:

Category:

When does it happen?: to

Comment:

Attachment: [Attach File](#)

CC:

General Search:

Status	Requester
Closed	Nick123<Nick.Weare@joules.com>
Closed	BenW<Ben.Warren@joules.com>
Closed	Marcin123<Marcin.Klosok@joules.com>
Closed	JamesH<james.hollingsworth@joules.com>
Closed	Nick123<Nick.Weare@joules.com>
Closed	ChrisS<chris.sutton@joules.com>
Closed	ChrisS<chris.sutton@joules.com>
Closed	ChrisS<chris.sutton@joules.com>

More information can be found [here](#).

Data Privacy and GDPR Exemption

Low-Resolution Video Image (320 x 240)



3D Depth Map



- Counters installed downwards facing the ground – [does not capture the customer's identity](#) & unable to pick up facial features.
- Videos are recorded [only for verification purposes](#) and taken in low resolution. The videos will be deleted once verification is completed.
- FootfallCam uses [3D depth map](#) instead of video images for counting purposes – data collected are non-visual and are will not be able to be identify with any individuals.
- FootfallCam is exempt from GDPR. More information can be found [here](#).

Management Control

User account [?] add user

Users	Account type	Mail	Last access	Delete user
sampledemoaccount	admin	admin@examplemail.com	05/20/2020 4:55:02	
IT Team	admin	it@examplemail.com	01/01/1970 0:00:00	X
Site1	user	site1@examplemail.com	01/01/1970 0:00:00	X

User Control

Counter Management Export IT Settings

1. How to add counter?
Counter Management > + Add Counter > Input serial > Add

2. How to change counter name?
Counter Management > Details > Input Counter Name > Save

3. How to upgrade firmware?
a. Counter Management > Details > Firmware Version > Upgrade
b. Company Setting > Firmware Update > Input Number

4. What to do during counter relocation?
Counter Management > Details > Delete Counter > Counter Management > + Add Counter? > Input serial

2D Latest Firmware: 3.2.12
3D Latest Firmware: 3.2.2a

Company: Sample Company
Total Sites: 22 (sites)
Total Counters: 19 (counters)

+ Add Site

Site 1 (1 counter(s))
Counters: Counter 1 (0000000070177663715F010226368)(3.2.2) - Verified
+ Add Counter Settings Details

Site 2 (2 counter(s))
Counters: Counter 2 (0000000070177663715F010226369)(3.2.2) - Verified
Counters: Counter 3 (0000000070177663715F010226368)(3.2.2) - Verified
+ Add Counter Settings Details

Site 3 (1 counter(s))
Counters: Counter 4 (0000000070177663715F010226377)(3.2.2) - Verified
+ Add Counter Settings Details

Site 4 (1 counter(s))
Counters: Counter 5 (0000000070177663715F010226369)(3.2.2) - Verified
+ Add Counter Settings Details

Site 5 (1 counter(s))
Counters: Counter 6 (0000000070177663715F010226370)(3.2.2) - Verified
+ Add Counter Settings Details

Branch Control

Email Scheduler [?]

Create a group to receive scheduled email

Note:
Maximum of 20 email per user group.

User Group Name	Email	Edit
<input type="checkbox"/> IT GROUP	user-1@footfallcam.com user-2@footfallcam.com	Edit
<input type="checkbox"/> Report Group	user-2@footfallcam.com user-2@footfallcam.com user-2@footfallcam.com	Edit
<input type="checkbox"/> IT	user-3@footfallcam.com	Edit

Email Scheduler

Configure your report to specific user group, you may set the time of the report to be sent

Note:
Data Aggregation happen at 4am daily, delay in data upload to server due to internet connection issue may cause the report data to be incomplete

Email Scheduler

Import [?]

Import Setting

You may download the sample CSV file Sales Conversion template for references.

Manual Upload Automate Upload

Data Configuration

Import Data Type [?] Sales Data

Sales File Format FootfallCam format

Upload File Browse

Required Fields

Site Code
Date / Time
Total Transaction Qty
Total Transaction Value

Available Fields in CSV File 11

No file is uploaded yet.

Note:
All fields must be defined correctly to ensure data is imported successfully.

Import

Import/Export

Health Check and Maintenance Tools

DATA INTEGRITY REPORT
Saturday 29/02/2020
10:00 - 22:00

SITE LEVEL

Site Summary for the last 14 days

No. of Visitor (In)	No. of Visitor (Out)	Discrepancy (%)
2,534	2,479	2.17

Site Detail for the last 14 days

Date	No. of Visitor (In)	No. of Visitor (Out)	Discrepancy (%)
Sun 16/02	339	319	5.90
Mon 17/02	104	100	3.85
Tue 18/02	128	124	3.13
Wed 19/02	106	103	2.83
Thu 20/02	87	85	4.60
Fri 21/02	134	126	1.47
Sat 22/02	332	319	3.92
Sun 23/02	322	313	2.80
Mon 24/02	109	108	0.92
Tue 25/02	86	89	3.37
Wed 26/02	121	120	0.83
Thu 27/02	130	130	0.00
Fri 28/02	162	161	0.62
Sat 29/02	374	374	0.00

Site Summary for the last 120 days

No. of Visitor (In) No. of Visitor (Out)

Data Integrity

Company Data Integrity Report

SAMPLE COMPANY'S Data Integrity Report
12/05/2020

Company Level Summary

Data Availability: 18 / 18 Site
19 / 19 Counter

Company Data Integrity

Issue Tracker Export to Excel File

1. Fill in the LED light color in the select box after you have checked on the counter

2. Follow the Counter Checking Form to diagnose the counter issue

Row indicated with red color = Offline site / counter []
Row indicated with blue color = FootfallCam to Action []
Row indicated with yellow color = Customer to Action []

19 counter(s) found

Company: Sample Company
Total Sites: 18 (sites)
Total Counters: 19 (counters)
Total Offline: 0 counter(s)

Server Address: http://footfallcounter.com
Total Unverified: 0 counter(s)
Scheduled Report Sent Status: 1/1
Total Issue Raised: FootfallCam to Action: Customer to Action:

Site Name: Site 1 | Site Code: FFM
Total Counters: 1 (Site verified)

Customer Feedback

FootfallCam Feedback

Counter

System Message

Action

Site Name: Site 2 | Site Code: FFM
Total Counters: 2 (Site verified)

Issue Tracker

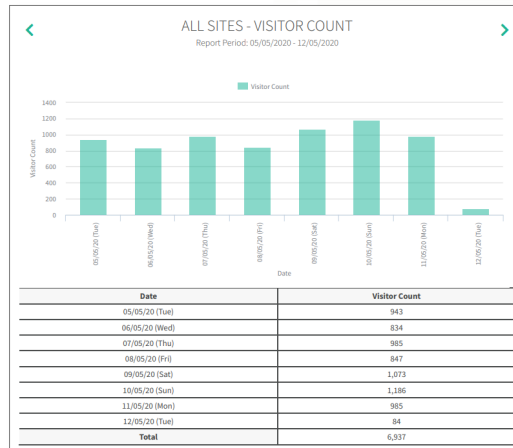
Trouble Tickets

FootfallCam Trouble Ticket

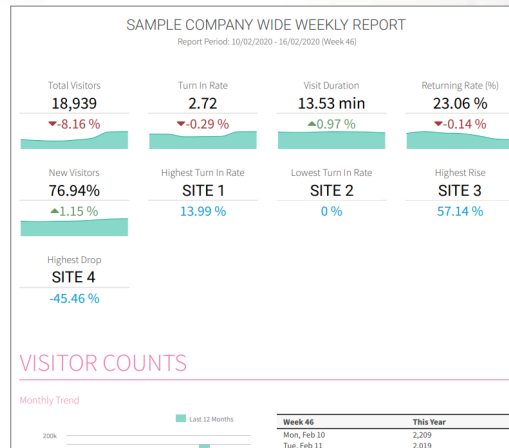
No ticket found

Support Portal

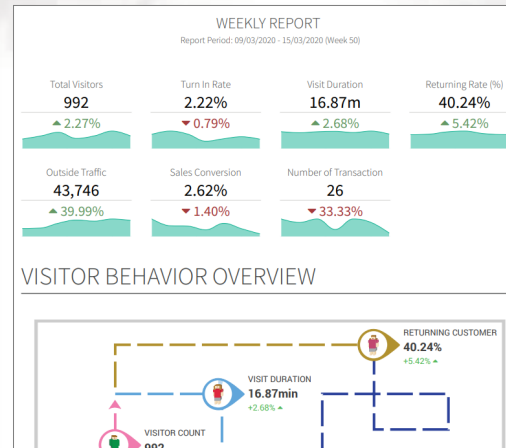
Reporting Suite



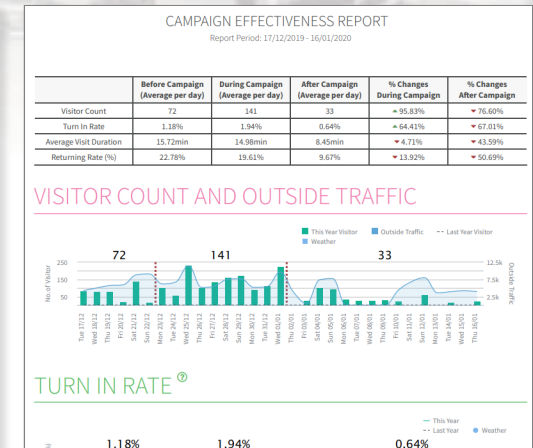
[Analytics Center](#)



[Company Weekly Report](#)



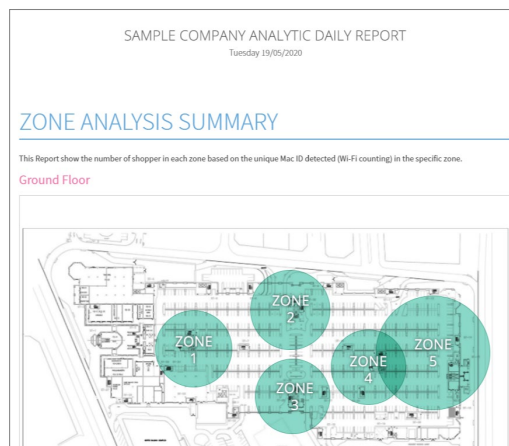
[Site Weekly Report](#)



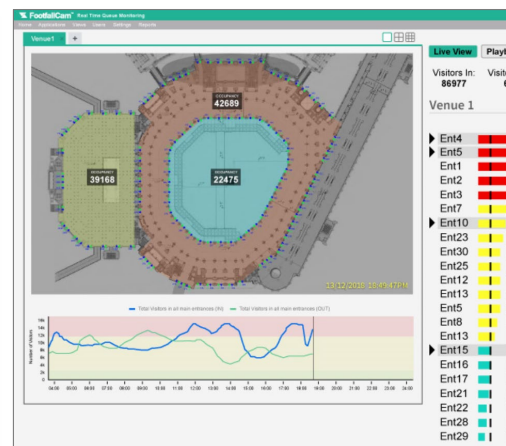
[Marketing Effectiveness](#)



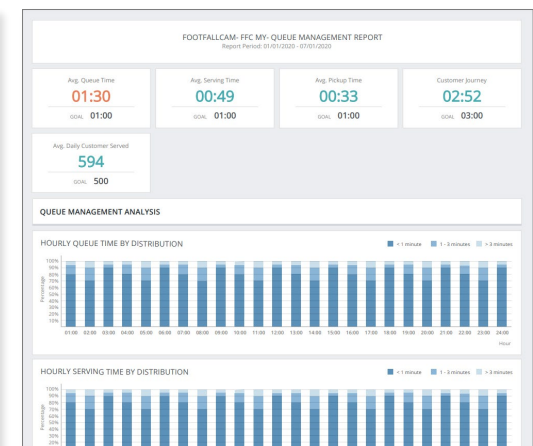
[Live Occupancy](#)



[Zone Analytics](#)



[Mecca Occupancy](#)



[Queue Counting](#)



Solution Deployment

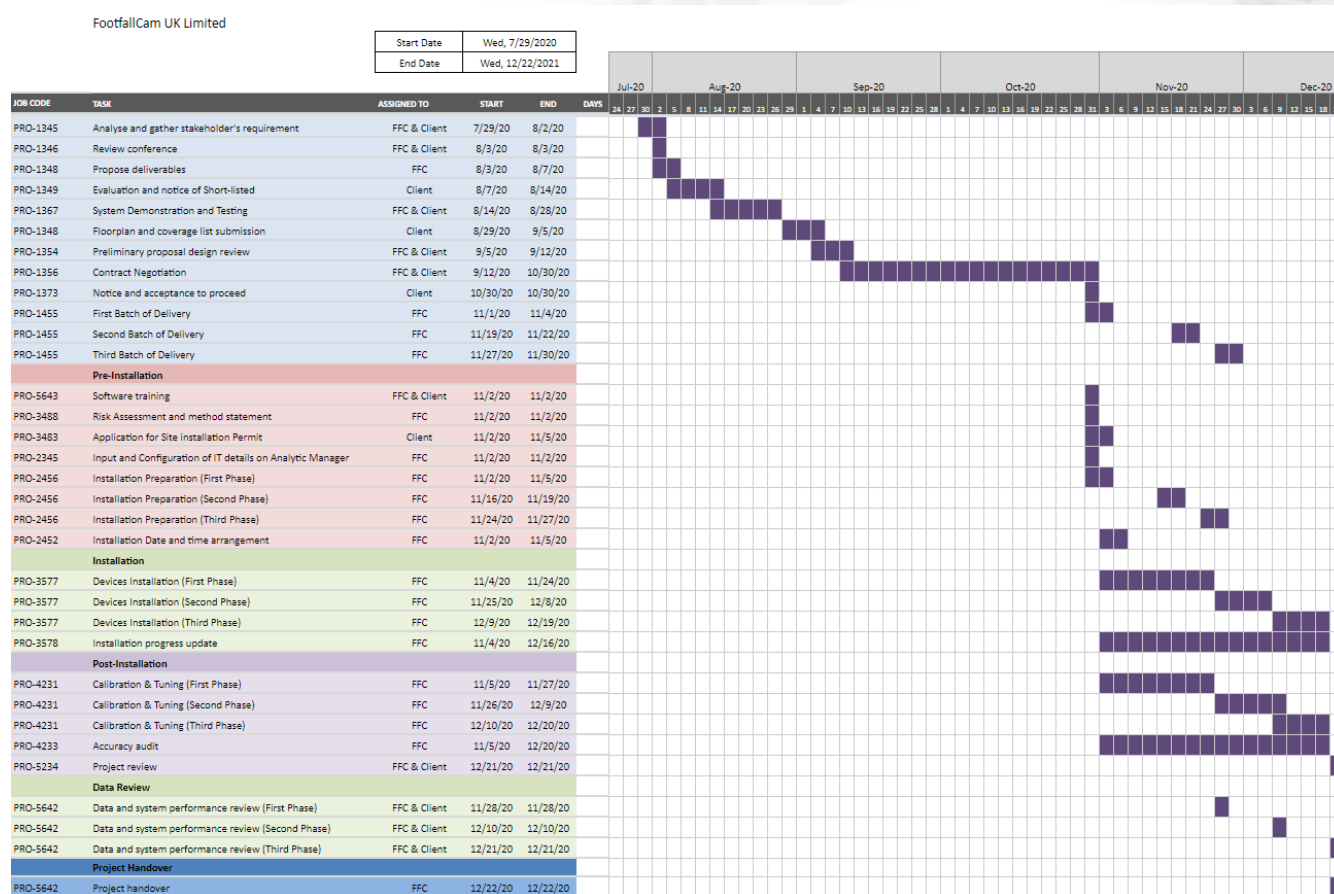
Deployment Process



- More than 1,000 units in stock in our warehouse
- Ready to ship out within 1-2 working days
- Each installation should take approximately 1-2 working day
- Data validation to be done within 3 days after each installation



Agile Framework: Scrum for Service Delivery



Sample Installation Gantt Chart

- FootfallCam adopt [Scrum Project Management](#) for all service deliveries
- Pre-installation, Installation and Post Installation Review are carried out [in parallel](#)



Case Study

Case Study #1 Yum! Brands

Yum!

Yum! Brands Inc. is an American fast-food corporation with more than 50,000 restaurants including KFC, Pizza Hut, Taco Bell, and more worldwide.



Measuring restaurant speed of service

- Integration of their multichannel sales data, drive-thru data, kitchen food preparation data to FootfallCam
- FootfallCam develops [custom reporting](#) to provide meaningful data insights based on KFC's business nature:
 - [Queue management report](#) – Identify the queue wait time, queue length, ordering time and order fulfilment time; to improve customer service and customer experience
 - [Queue dashboard](#) – Send queueing information to a dashboard in real time to monitor and improve operational efficiency and customer service

Case Study #2 Applegreen



Applegreen is an Irish company that operates more than 250 petrol stations in Ireland, the UK and the US.



Optimising customer queue time

- Need to ensure speedy service delivery as petrol stations have high visit rate and has a smaller space for operation compared to restaurants
- Each petrol station has installed separate counters to monitor customer queue in different brands such as Burger King, Subway, Bakewell, and more.
- Store managers use queue management dashboard [to monitor the customer queue time, serving time, and pickup time](#)

Case Study #3 Amway



Amway is an American multi-level marketing company in more than 100 countries and territories.

Facility Utilisation and Customer Experience

- Monitor occupancy in cafeteria by avoiding overcrowding during peak hours to optimize customer experience .
- Social-distancing compliance and **occupancy restriction** to protect their Amway Business Owner (ABO).
- Integrate people counting data with Magic Mirror display for **real-time occupancy** at entrance to control incoming traffic.
- **Space planning** by identifying the facility usage with high flow intensity, low flow intensity, and that are most used, and least



Amway Grand Opening: <https://youtu.be/Bjm8Y5jRiNs>

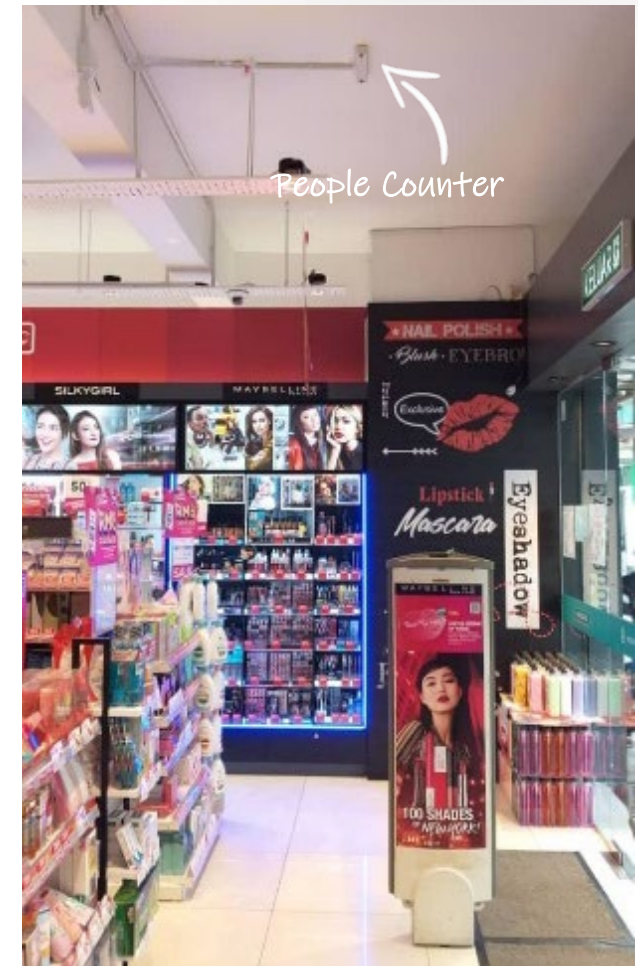
Case Study #4 A.S. Watsons Group

watsons

A.S Watsons is the largest pharmaceutical retailer in the APAC region and a part of the CK Hutchinson Holdings group.

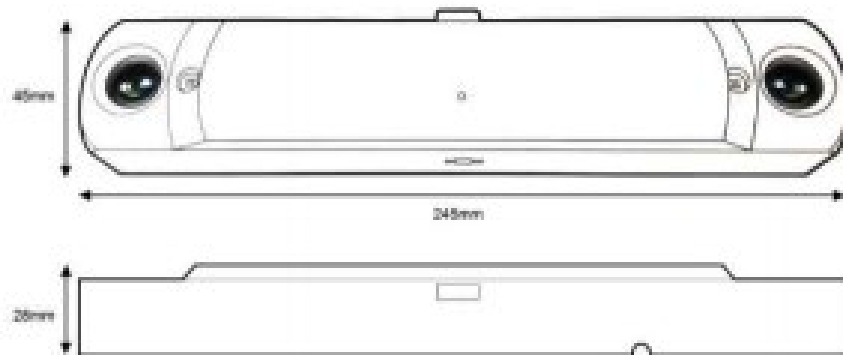
Global Rollout with Multi Geo-Region Server

- Replaced their original people counting system and integrated existing data with FootfallCam software
- Provided full installation support and training to their system integrators in **24x different countries**
 - Russia, Turkey, Singapore, Malaysia, Indonesia, Philippines, Thailand, Hong Kong, UK, Europe
- Watsons analyses the performance of the company as a whole, we integrated footfall data into their centralised BI system via API
- Also proceeded to upgrade their features to deploy FootfallCam's **real-time monitoring system** to their stores to abide to social distancing regulations.



FootfallCam Product

FootfallCam 3D MAX™



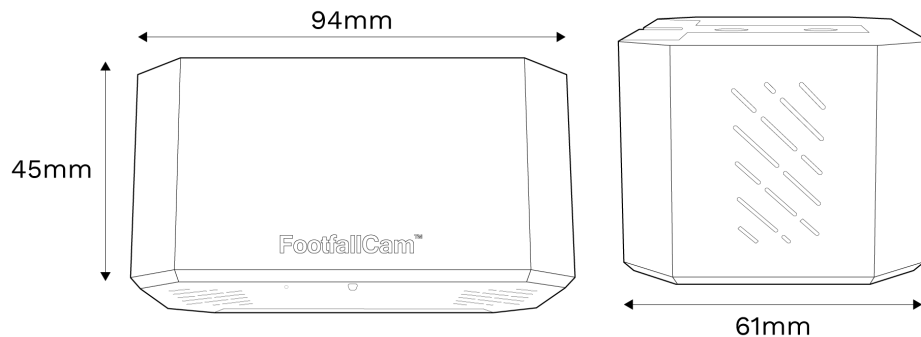
Key Features

- Using **3D Stereo Vision** technology and 2D [video analytics](#)
- Highly accurate with video proof
- Suitable for **wide corridors, walkway** or **high traffic areas**
- Supports up to 25m ceiling height
- Field of view (FOV): **120°**
- Proven deployment in Kentucky Fried Chicken

Camera	2x 5MP resolutions
Frame Rate	25 fps
RAM	1GB
Illumination	Minimum 1 lux
IP Rating	IP 31
Power	Power over Ethernet: 47V DC, 0.12A (6W)
Casing Material	Aluminum oxide alloy, Water and dust resistant
Total Dimensions	246 (W) x 46 (D) x 28 (H) mm

Click [here](#) to view Datasheet

FootfallCam 3D Mini™



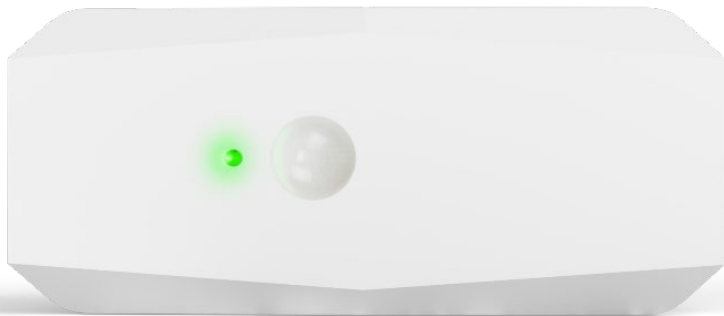
Key Features

- Anonymous ToF Counting for privacy purpose
- Single door coverage
- Work in low light or complete darkness environment
- Made in UK; Manufactured by FootfallCam

Sensor	Time-of-Flight (ToF)
Emitter	Class 1 940nm invisible laser
Field-of-View (FoV)	27°
Light Source	Class 1 940nm VCSEL
IP Rating	IP 31
Power Consumption	200mW
Enclosure	Aluminum oxide alloy, Water and dust resistant
Total Dimensions	94 (W) x 61 (D) x 45 (H) mm

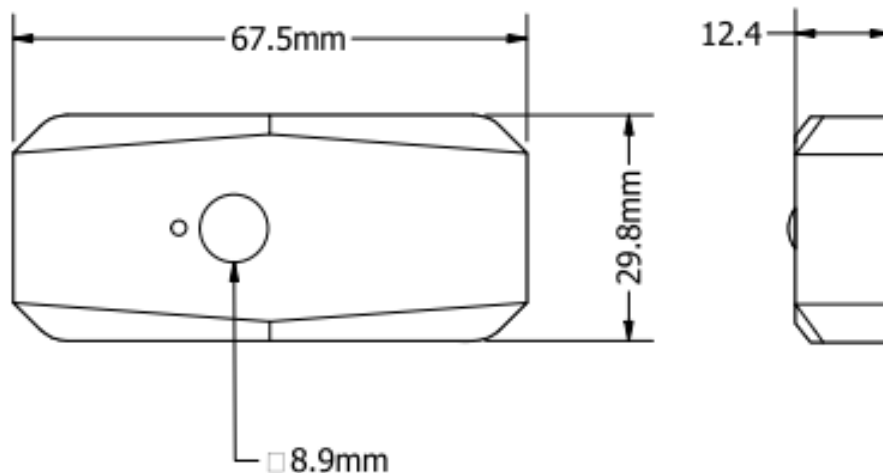
Click [here](#) to view Datasheet

FootfallCam Utilisation Sensor™



Key Features

- **Anonymous** counting for washroom usage
- Using **ST Micro ToF** 16x16 Sensor
- Field of view (FOV): **57°**
- Configurable cleaning threshold
- **Automated cleaning alert** via mobile application
- Proven deployment in Rentokil, Bank of America & etc.



Model	64-bit Quad-core @ 1.43GHz
Sensor Type	Passive Infrared (PIR) + Time-of-flight (ToF)
Detection Range	Up to 3m
Chipset	Arm Cortex - M3 Processor
Transmission	Type - RF (Between Utilisation Sensor and Receiver) Range - 50m radius
Casing Material	ABS
Total Dimensions	67.5 (W) x 12.4 (D) x 29.8 (H) mm

Click [here](#) to view Datasheet

FootfallCam Analytic Manager V9™



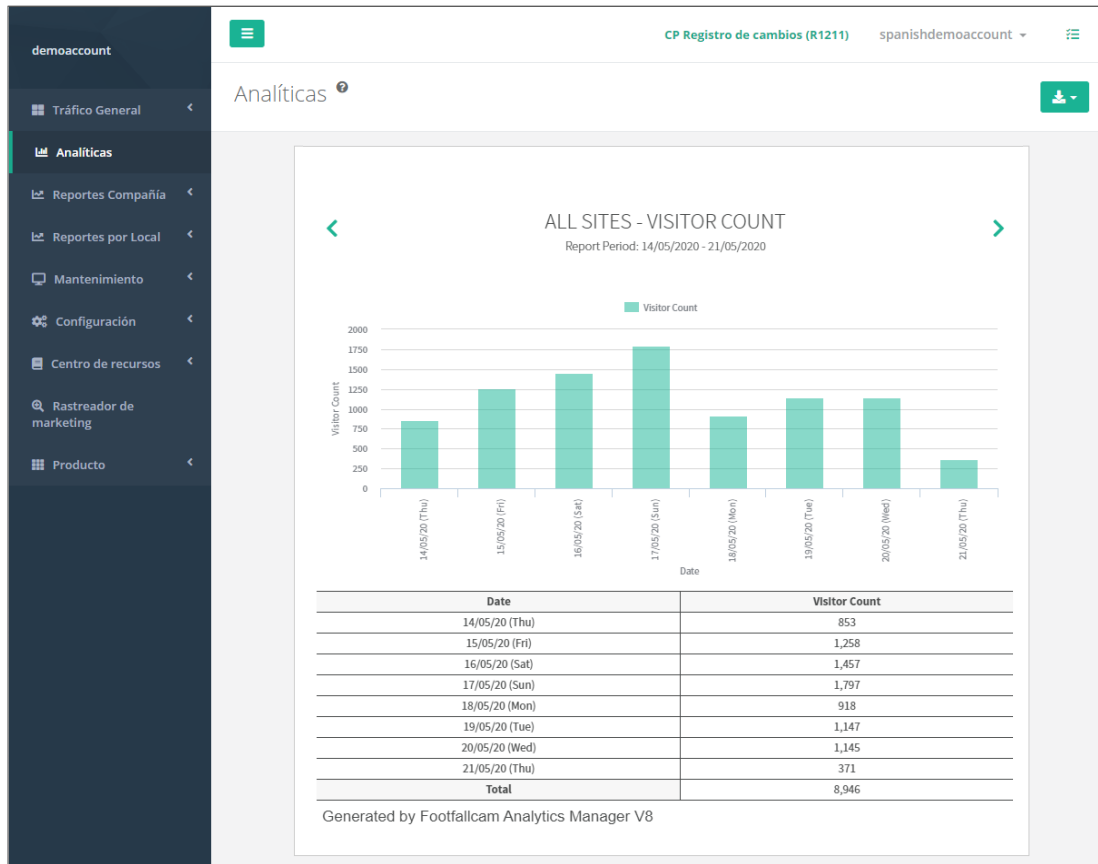
Software Specifications

Interface	Http; Https
Compatible Browser	IE7 or Later Mozilla Firefox or Later Chrome Version 4.0 or Later Safari
User Levels	2 levels: Administrator, Standard User
Ethernet	10/100 Mb Ethernet
Time	NTP, Adjustable time zone, automatic day light saving adjustments
Data Delivery	TCP/IP
Database Type	SQLite
Report format	csv, .xml, .txt
Data Storage	5 Years storage with auto sync
Data Backup	Yes
Backup Frequency	Daily Full Backup of Data and Configuration Weekly Backup to Sub Server for Contingency Purpose
Software Version Upgrade	Auto Upgrade

Functions:

- Staff alert if capacity limit is breached
- Centralized Management Analytics Software
- API Available for Data Integration
- Pre-defined Report Set
- Health Check Report
- User Account Management
- Automated Email Scheduler

Enterprise Class Software



Multi-language Interface

Different languages available such as:

- English
- Dutch
- Spanish
- French
- Italian
- German
- Arabic
- Japanese
- Chinese

Customise dashboard design

- FootfallCam will customize the language and images in the dashboard
- Provide us with the translated text and graphics, then we will help you handle the configuration

The End

Contact Us

You need further information or have a question?
Please visit:

www.footfallcam.com

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