



Opportunity to See People Counter

iTally™ is a video-based automatic people counter that measures pedestrian traffic in the retail environment & public venues. iTally is a complementary product to TruMedia's iCapture and iGaze - audience and shopper engagement measurement solutions. Integrating iTally into these solutions make it is possible to not only know how many people looked and how long for, but also measure the number of potential viewers in order to establish real impact ratios for out-of-home advertising as well as in-store displays.

iTally in Action

iTally is an Opportunity to See (OTS) People Counter, comprising of a small, embedded video processor that connects to small overhead camera installed above the entrance, aisle, etc. iTally automatically detects, tracks and counts people as they enter the display site or pass near the display. Using state of the art video analytics technology iTally is capable of bidirectional tracking and accurate counting even with busy shopper traffic.

iTally counts are passed to the iCapture or iGaze SmartBox via its local area network (LAN) interface. Wireless LAN connectivity can be achieved by adding a wireless access point. These traffic counts are passed with the viewer impressions or shopper engagements to the TruMedia Portal. Certified users access the portal via a web browser to retrieve data and generate reports.

Combined with iCapture, iTally makes it possible to compare true traffic counts with true audience counts. For example, iTally may be installed over an aisle where the audience watching a digital display is being measured by iCapture. The bidirectional counts obtained by iTally are reported together with the audience counts.

In another example, shoppers watching a product display are measured by iGaze. The in-going traffic is measured by one or more iTally units installed over the store entrance(s) and is used to determine the effectiveness of the display in attracting shoppers.

Advantages

OTS Advantage: Adding opportunity to see counts, seamlessly integrated with iCapture and iGaze data greatly enhances interpretation of audience impression and shopper engagement counts.

Robust Technology: iTally copes with diverse multi-object scenarios and environmental disturbances to provide high counting accuracy.

Embedded Video Analyzer: The small-form factor iTally Smart Box is using Digital Signal Processing (DSP) technology to increase stability and save on equipment cost, installation and maintenance.

Ease of Use: iTally is easy to install and operate. Relying on advanced scene and object learning algorithms, setup by the operator is limited to specifying the region of interest. iTally automatically calibrates the person's size during the learning phase.

How it Works:

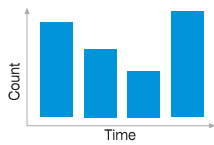


Video Stream from Camera



People Counting Engine

Audience Data and Reports



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Technical Specifications

Physical Information

- iTally Cam overhead people counting camera
 - Dimensions: 84mm (D), 53mm (H)
 - Weight : 120g
 - Video Out: composite video (BNC): NTSC / PAL
 - Power: 12V
 - 2 wireless access points

Accessories

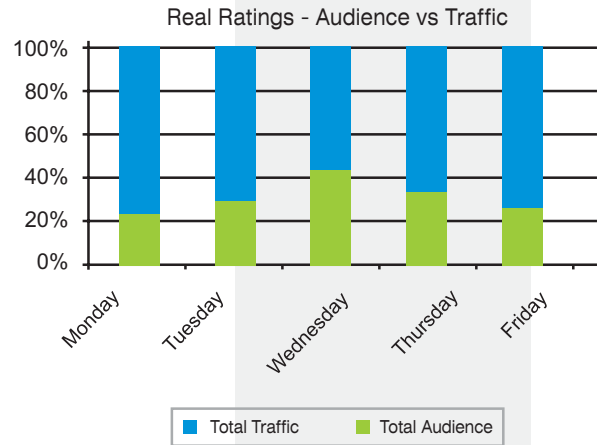
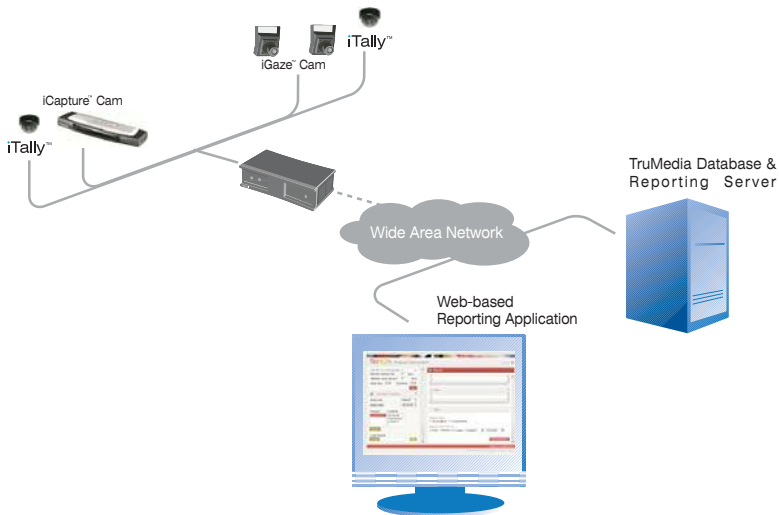
- Optional 3 lense pack available for wider entrances and higher ceilings

iTally SmartBox video processor:

- Dimensions: 152mm (L), 107mm (W), 54mm (H)
- Weight : ~0.4KG
- Video In: composite video (BNC): NTSC / PAL
- Power: 12V

Performance Specifications

- Minimum Camera Height: 2.5m (8ft)
- Counting Zone Width: up to 10m (32ft)
- Counting Accuracy: ~90%



iTally Installation Height

