

Store Occupancy Manager

Manage the number of customers in your store using an AXIS solution in combination with the CamStreamer ACAP app Store Occupancy Manager

Store Occupancy Manager ACAP application

Store Occupancy Manager is a new ACAP application for AXIS IP cameras that enable retailers to **track, count, and limit people inside the store**. It runs directly **onboard the cameras** and is **extremely easy to install, setup, and integrate with other systems**.

How does the Store Occupancy Manager work?

The application **aggregates data on the number of people in the store** (from an AXIS camera with AXIS Occupancy Estimator or AXIS People Counter installed or XOVIS counters) and **displays it to incoming customers - together with a live shot** from inside the store - on a **big-screen TV**.

If the **store's maximum capacity is reached**, the application **asks others to wait and not enter the store**. In the meantime, the app **displays marketing messages**. The graphics can be easily personalized and display information, banners, images, and even animated GIFs.



What do retail store owners get?

- Entry/Exit** and store **occupancy management**
- Digital signage** and **marketing tool**
- Shoplifting prevention** and **security device**

Store Occupancy Manager is the right solution for the following tasks:



Limiting store occupancy

A large TV screen next to the store entrance showing **overlay graphics** and **animation** based on the **number of customers inside the store**. When the limit has been reached, the **screen shows the STOP sign**, different overlay graphics, and or animation, so people know they have to wait.



Preventing shoplifting

The source of the video for the TV screen can be an **overview camera that monitors the store**. This **public-view monitor** prevents shoplifting by letting customers know the **store is being monitored**.



Showing marketing promos

Big-screen TV can show **other overlay graphics** (up to four at the same time), such as **animation with a logo**, text **info ticker**, **simple video**, or a **promo banner to attract customers** to the store. The overlay graphics can also be **automatically displayed per set conditions**, **scheduled**, and **remotely managed via API**.



Triggering other actions

Store Occupancy Manager can also **trigger other actions** to meet different process requirements. It can, for example, **switch indication LEDs on and off**, **play audio messages** on connected speakers, **control automatic doors**, remotely **notify a security officer** of excess occupancy, or **send notifications to external systems** over the network.

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This is how it works

Occupancy management and digital signage in retail - all you need is an AXIS camera, 2 in-camera apps, and a TV screen. As easy as possible.



Compatible AXIS network camera (e.g. AXIS M3064-V / M3065-V etc.)
 + AXIS Occupancy Estimator or AXIS People Counter ACAP app inside a camera
 + Store Occupancy Manager ACAP app inside a camera

The TV screen/monitor with an internet browser or HDMI (any Smart TV) or tablet

SPECIAL PRICE
\$299 / €269
 one-time payment for Store Occupancy Manager ACAP app

Features

- Accurate occupancy data**
 The solution retrieves data from the [AXIS Occupancy Estimator](#) or the [AXIS People Counter](#) (up to 4 cameras) an in-camera ACAP application. As a source of counting data, there are also XOVIS counters supported. Counting cameras are 95-99% accurate, so there is an **option for manual correction** of actual occupancy data to eliminate differences from real situations in the Store Occupancy Manager app.
- Public view monitor via local network**
 Live video from the camera with added graphics overlays is available on the web page on a local network (all runs inside a camera). The output is shown on a **big-screen TV/public monitor with an internet browser (all Smart TVs)**. There's no need for an additional computer or internet connection. There are also options for connecting TV screens via HDMI port. Read the [Technical guide PDF](#).
- Axis Events compatibility**
Store Occupancy Manager generates events directly in the **standardized AXIS Events engine**. You can use the sophisticated triggering logic that AXIS uses on network cameras. You can **switch indication LEDs** on and off, **play audio messages** on connected speakers, or **remotely notify a security officer** of excess occupancy or any other event-initiated action.
- Compatible with many AXIS cameras**
 The easiest solution is based on [AXIS M3064-V Network camera](#) / [AXIS M3065-V Network camera](#) where both ACAP apps can run - counting app [AXIS Occupancy Estimator](#) or [AXIS People Counter](#) and [Store Occupancy Manager](#). Check the compatibility list in the [Technical guide PDF](#).
- Simple integration**
 The solution can be built independently or as an **addition to existing security infrastructure**. This solution can also run with current counting cameras and or with current surveillance cameras from AXIS. There are multiple integration options (see [Technical guide PDF](#) for details). The solution is **VMS agnostic**, which makes it ideal for any scenario.
- Display up to four overlay graphics**
 Besides occupancy management, it is possible to simultaneously **show other overlay graphics** (logos, ads, info, etc.). Note: On ARTPEC-5 cameras, there is a limit of two concurrent overlay graphics and up to four overlays on Ambarella, ARTPEC-6/7 cameras.
- Communicate visually using animated GIFs**
Store Occupancy Manager can show **animated GIFs**, which means you can display **catchy animations to attract visitors**. Need help creating an animation? See the [Technical guide PDF](#). Note: animated GIFs runs only on ARTPEC-6/7 cameras.
- Supports text info ticker widget**
 One of the graphics overlays can be a **handy text info ticker**. You can display info for your visitors or promote your products directly on a big-screen TV. The displayed text can also be pulled from a text file on your shared marketing drive.
- Powerful API at your command**
Store Occupancy Manager can also be controlled via its application interface (API), meaning you can configure it remotely or feed it graphics and texts from your network shared drive, all in a matter of seconds.
- 30-day free trial!**
Store Occupancy Manager comes with a **free 30-day trial license**, so you can try the application before you buy.
Download the app and get your trial license at www.camstreamer.com.

Where to buy

Contact your **AXIS / CamStreamer reseller:**

or find a contact at www.axis.com/where-to-buy.

Want to know more?
 Contact us at sales@camstreamer.com

You can purchase CamStreamer apps through our partners at www.camstreamer.com/partners or directly at www.camstreamer.com.

