

trakomatic

People Counting, Tracking, Tagging & Profiling solution



Company Profile

Superior video analytics

- Visitor analytics
- Visitor demographic analytics
- In-store behavior analytics
- Customer demographic analytics



NVIDIA[®]



 **Track**TM

The central logo features a circular icon on the left containing a stylized camera shutter or lens element. To its right, the word "Track" is written in a large, bold, black, sans-serif font, with a trademark symbol (TM) positioned above the final 'k'.

trak  matic

The bottom right logo consists of the word "trak" in a lowercase, bold, sans-serif font, followed by a small circular icon identical to the one in the central logo, and then the word "matic" in the same font style.

Deployments In the Region



Counted – 10,000,000 and still counting
Profile – more than 500,000

New Zealand

Existing Clients & Partners



Sectors

Our solutions cover **video surveillance** and **marketing** needs in areas such as airports, train and metro stations, banks, casinos, sports stadiums, shopping malls, police and safe cities.

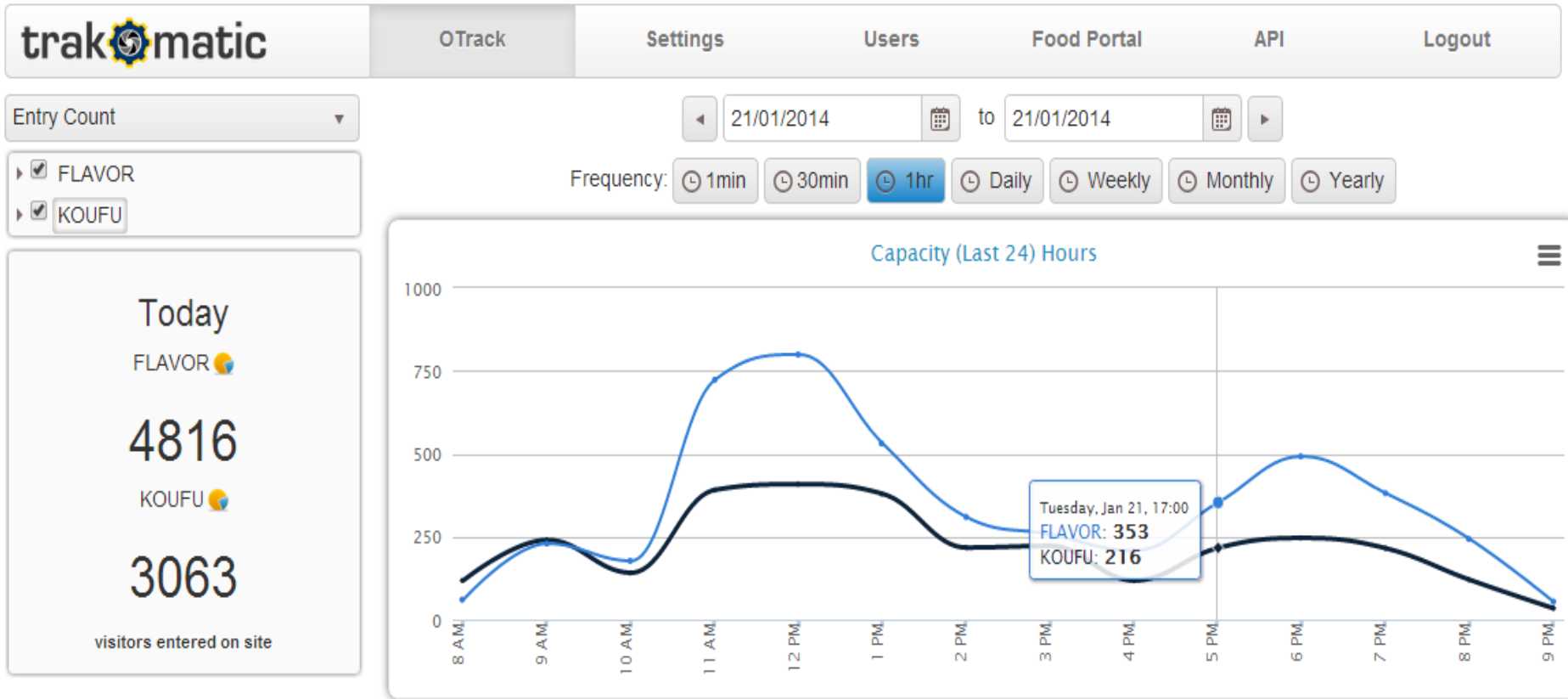
- Banking
- Transportation
- Sports & events
- Leisure, Hotels
- Retail
- Health
- Education
- Industry
- MICE



Visualize the insights

You Can't Manage What You Don't
Measure

Reports



*Graphs are based on Entry Count

Peak hour traffic is **THREE** times of off peak hour, do you have enough manpower allocated???

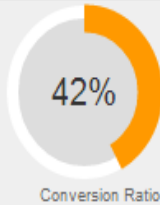
Reports

Metrics

Charts

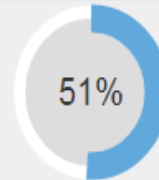
500 Walk-by

150 Visitors Today



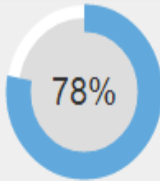
Engagement Time

14'



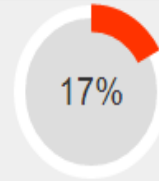
Good Quality Customers

422



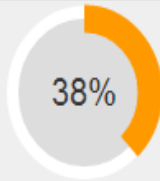
Weekly Traffic

17%



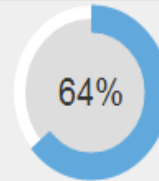
Age Group

980 Young Adult

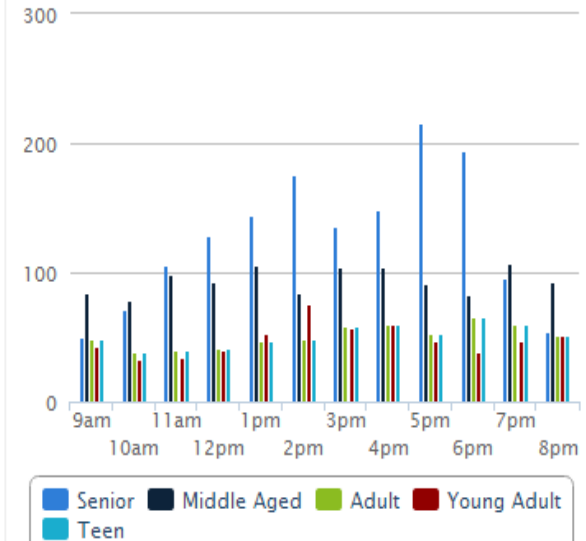


Gender

2172 Female



Age Group



Reports

Report

Summary

Week 1, Mar 2014.

KOUFU

10%

Pie Line Bar

2014

Mar

Week 1

Week 2

Week 3

Week 4

Feb

Week 1

Week 2

Week 3

Week 4

Jan

Week 1

Week 2

Week 3

Week 4

2013

Traffic 15,000 ↑ 11%

Traffic Per Day 2,000 [More »](#)

Occupancy 56% ↓ 15%

New 8,000 ↑ 5% [More »](#)

Repeat 1,000 ↓ 7%

Time in store 15 min ↓ 11% [More »](#)

Time to check out 12 min ↓ 7%

Male : 45% ↑ 5% Female : 55% ↓ 15%

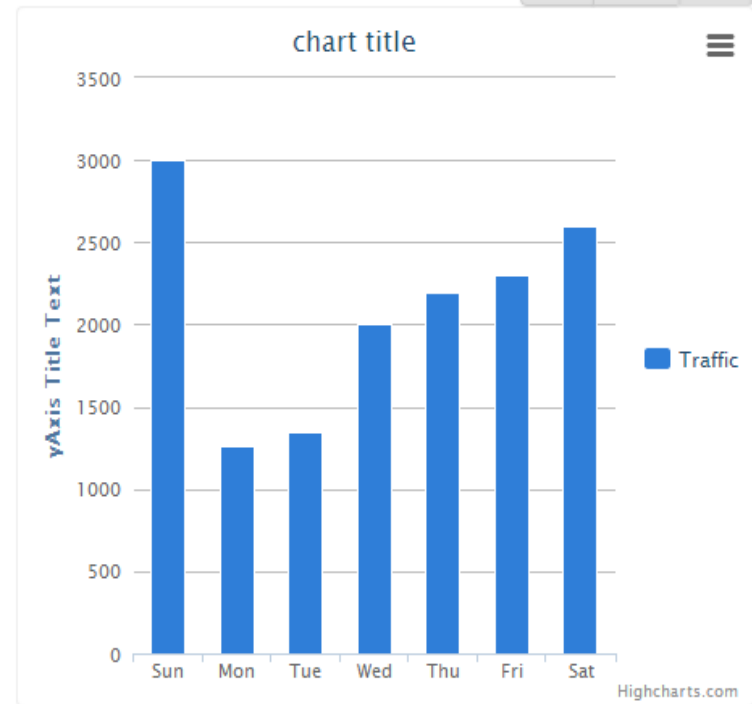
Young Adult 35% Adult 15%

Child/Teen 25% Middle-Age 15%

Senior: 10% [More »](#)

Department	Remark	Action
Sales & Marketing	More Advertisement	×
Operations	New counter staff	×

['+ Add Action](#)



Highcharts.com

Existing Clients

Retail shop



- OTrack overhead bi-directional counting installed near the entrance to capture and people enter and leaving the store.
- To monitor the traffic in real time
- Allocate manpower based on the traffic flow
- Insights of the customers at the store

Existing Clients



Retail shop - telecom

- OSense capturing the demographic information of the customers in the stores
- To monitor the traffic in real time
- Allocate manpower based on the traffic flow
- Insights of the customers at the store
- Combine with transaction data

Existing Clients



Transportation Hub

- OSense captures demographic information of the customers in shopping mall
- To monitor the traffic in real time
- Associate marketing campaign with demographic data

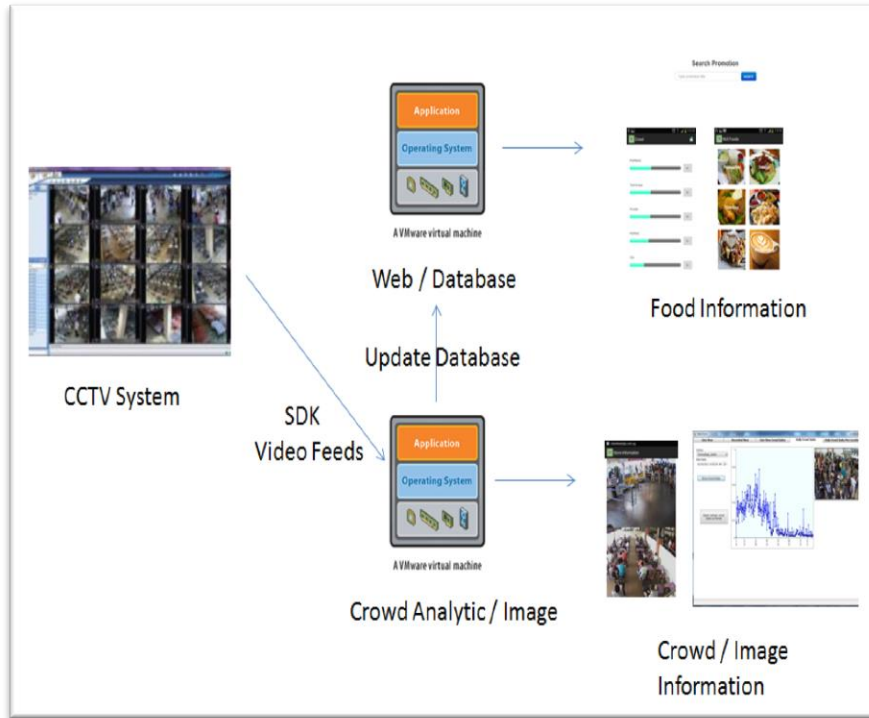
Existing Clients



Retailer: Apparel Shop

- OTrack measures the footfall trend at its chain retail outlets and combine with POS transaction data explore the unexplored potentials
- Allocate manpower to the peak hour
- Cross-check promotional campaign.

Existing Clients



School

- Analyze the crowd at school canteen
 - Make use of existing camera to extract the crowd information
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- Allow students to view the crowd level at each canteen through [mobile apps](#) and choose the less crowded canteen
 - Help retail and dining to allocate the resource to the canteen that better serve the students

trakomatic

METRICS THAT MATTER