

# IMA Count

PEOPLE COUNTING



imaVIS

### Application examples



IMACount has been designed to monitor the access of people entering and exiting a specific area. Collected data are saved on a regular basis and are used to extract statistics and represent them in the form of tables or plots either to display or to print out.

The product can be used in places where the flow of people is critical for the analysis of the trend of a business or for the evaluation of the impact of a sales promotion or a shop renovation (to be adopted, for instance in shopping centres, shops, public areas); IMACount can also help studying the organization of customer services in libraries, museums, and other public places.

**IMACount is a valuable support for the human operator: not only it shows information on the amount of people in transit and it alerts in case of overcrowding, but also it allows the user to visualize the observed area, guaranteeing a high security level.**



Stores and shopping centres



Enterprises



Libraries and museums

### Features

- statistical data analysis on a daily, weekly and monthly basis, with configurable time span option
- configurable monitoring area with the choice of entrance and exit zones, to keep track of the number of people inside the monitored area
- configurable alarm level on the maximum number of people allowed in the area

### Advantages

- minimize the number of barriers and access gates
- easy to export data to the most common data storage systems
- easy to configure and to use