

WHERE TO USE PEOPLE COUNTING SENSORS



APPLICATION OF PEOPLE COUNTING SENSORS



RETAIL STORE

Retail stores using people counters for collecting visiting statistics for a better understanding of visitors' behavior. It helps in planning marketing activities according to visiting trends, as well as controlling sales staff work effectiveness by checking conversion rates.



SHOPPING MALL

Shopping malls adjusting rent costs according to visiting rates, evaluating marketing activities effectiveness by tracking the number of attracted visitors, as well as planning staff work schedule. Some of them adjust heating and ventilation systems comparing to visitors statistics that help to save electricity costs.



OFFICE BUILDING

Office buildings need people counting for tracking office space utilization, meeting room occupancy statistics, as well as adjusting heating and ventilation system work to reduce building service costs.



MUSEUM OR LIBRARY

Libraries and museums getting government and project funds according to popularity. People counting system helping them in collecting visiting statistics in an automated way for funding purposes. As well as it is possible to track the advertisement effectiveness or popularity of various kinds of events.



WASHROOM

Washrooms need to maintain clean and healthy environments. People counting system tracking visiting statistics and helping cleaning companies to optimize cleaning schedule according to occupancy. Automated notification triggers for visiting levels helping to automate business processes and reduce staff costs.



OUTDOOR

Outdoor people counting in parks, walking trails, as well as city streets for tracking the number of people using particular routes. It helps in planning cleaning and maintenance schedule, understanding popularity of events, as well as proving necessary funding amounts.

[Detailed info](#)