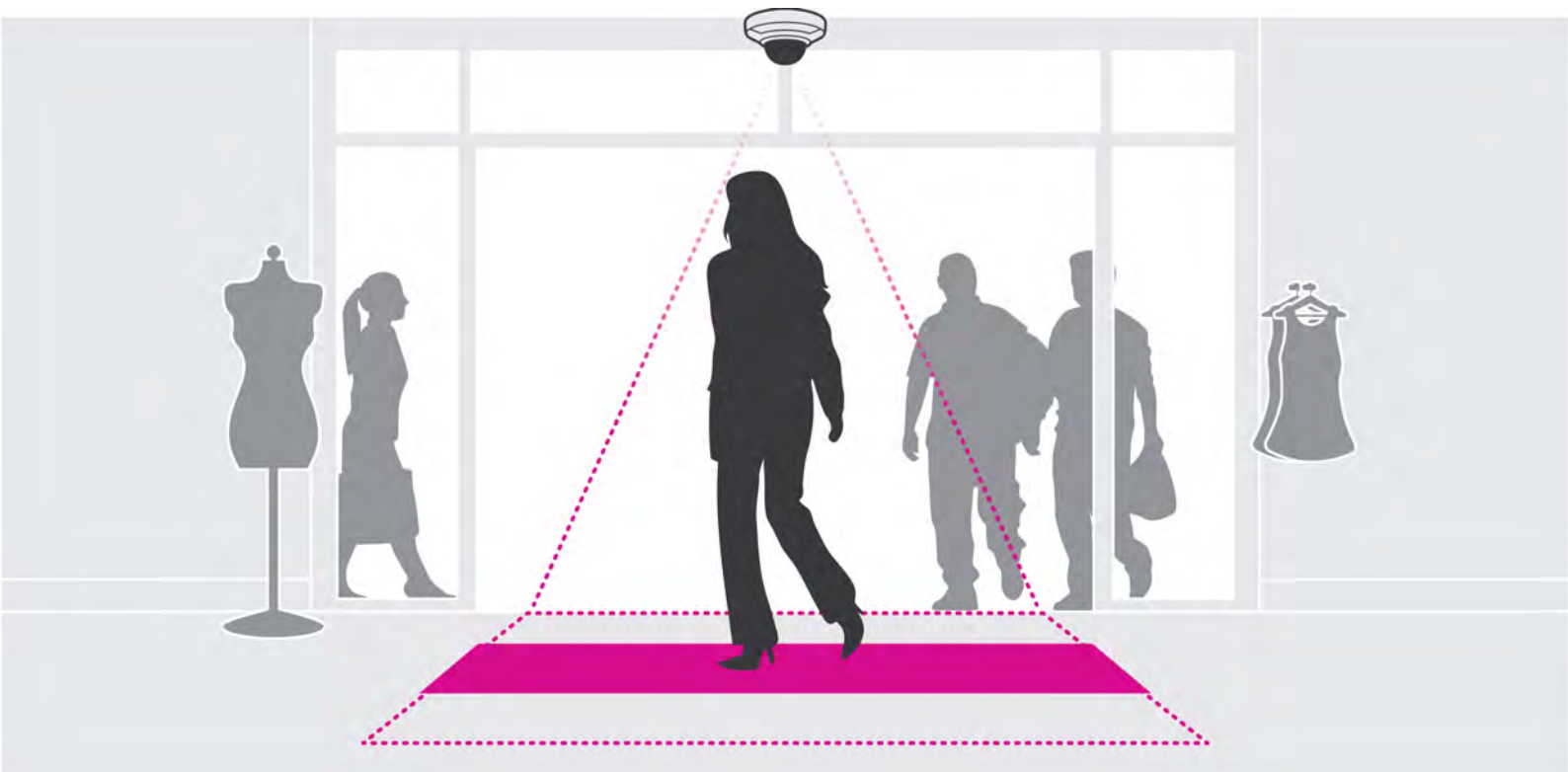


# AXIS People Counter

## Smart analytics for people counting

AXIS People Counter is a cost-efficient, scalable and proven video analytics application for people counting. Installed in a ceiling-mounted network camera in a doorway, this application enables reliable two-way counting of people in both directions simultaneously. This allows for an analysis of customer flows, which can be used to improve staff and store planning, as well as evaluate marketing efforts and conversion rate if combined with point-of-sale data. AXIS People Counter stores all counting data directly in each camera for easy access through the camera's web interface or in AXIS Store Reporter, which provides a clear graphical representation of the data.

- > **Accurate and reliable people counting**
- > **Optimizes marketing efforts**
- > **Improves staff and store planning**
- > **Based on proven technology**



# AXIS People Counter

## Application

**Supported products** For a complete list of recommended and supported products, go to [www.axis.com](http://www.axis.com)

**Functionality** Automatic upload to separately sold AXIS Store Data Manager and AXIS Store Reporter.  
Counting data stored up to 90 days without SD card.  
Supports wide entrances using multiple counters.

**Configuration** Web configuration interface included

**Licenses** Demo license available at [www.axis.com](http://www.axis.com)

## Scenarios

**Typical applications** Entrances and exits in retail environments such as stores and shopping malls as well as public buildings such as museums or libraries.

**Mounting height** 2.7 m to 10 m (8 ft 10 in to 32 ft 10 in)

**Limitations** Objects below approximately 110 cm (43 in) are not counted.

## System integration

**Application Programming Interface** Open API for software integration.  
Specifications available at [www.axis.com](http://www.axis.com)

## General

**Languages** English, German, Spanish, Italian, French, Chinese (simplified), Japanese, Russian

Environmental responsibility:

[www.axis.com/environmental-responsibility](http://www.axis.com/environmental-responsibility)