Cognimatics® is the global leader in embedded video analytics.
The company offers effective and innovative imaging products
for the retail and transportation sectors.

COGNIMATICS

When an image is not just an image

TrueView *Web Report*®

FOOT TRAFFIC AND POS DATA are two of the most important and reliable sources of metrics available to the retail industry. Together they empower retailers with critical business intelligence that is needed to take the right decisions and to stand out in the retail environment.

TRUEVIEW WEB REPORT® is a web based package that gives instant access to a multitude of data sources such as POS, foot traffic, weather conditions, etc. The data can be accessed from any physical location via your web browser. **TrueView** *Web Report*® transforms raw traffic data into clear and intuitive charts that allow you to quickly gain in-depth insight to the statistics. Discover trends, patterns or, identify unusual performance with a simple click on your mouse. It lets you unveil performance problems, and helps you to take proper action to improve production, enhance revenue, and increase profitability.

COGNIMATICS

TrueView *Web Report*®

BENEFITS FROM WEB REPORT

Let TrueView *Web Report*® be a central tool to secure and analyze business critical data.
- Manage foot traffic, POS and weather data in one place.
- Create and distribute reports.
- Collect and manage data from any number of units and sites.
- Analyze and compare data using interactive graphs.
- Compute conversion rate (number of buyer divided by number of visitors).

Data is pushed from TrueView Embedded® sensors to TrueView Web Report® over Ethernet.

Manage multi-site and any number of data sources at one point by using TrueView Web Report®.

TrueView Web Report® has interactive charts where you can zoom and slide over time with a few simple clicks.

DATA ANALYSIS

TrueView *Web Report*® lets you manage and analyze data:
- permanent storage lets you view historical data,
- compare foot traffic, with staff levels, campaigns etc.,
- cross check traffic data with POS and weather data.

TrueView *Web Report*® has interactive charts where you can zoom and slide over time with a few simple clicks. Use the built-in filter and formula editor to analyze and drill down into your traffic information. The software can also be configured to send e-mail reports automatically. Use the analytics for determining things like

- staffing levels - is the store properly staffed,
- conversion rate - how many of the visitors are buying,
- opening hours - are the opening hours justified, and
- store layout and product placement, to see if shoppers are using the store as planned.

SYSTEM OVERVIEW

Data is pushed to **TrueView *Web Report*®** from **TrueView *Embedded*®** sensors at fixed time intervals. The data is always 100% anonymous and privacy safe.

TrueView *Web Report*® gives you full control over business critical traffic data. By pointing a web browser to the URL of **TrueView *Web Report*®** you get a versatile and flexible tool package for managing and analyzing your data from a single source.

The complete solution is provided as a cloud application manged by Cognimatics. It can be configured for you with a minimum of effort. With just a few clicks, **TrueView *Web Report*®** can start receiving data from for example **TrueView *People Counter*®**. All data is stored in an open standard database format and data transfer is encrypted to secure the integrity of your data. If needed, the software package can also be installed on your own server.

FEATURES
- provided as a cloud application managed by Cognimatics.
- POS and weather data supported.
- conversion rate supported.
- E-mail alarms on system failure, e.g. when a camera is down.
- create and distribute E-mail pdf reports.
- seamless integration with TrueView Embedded® products suite.
- remote access via web based interface.
- collect any number of data sources from any number physical locations.
- permanent storage.
- privacy secure.
- data export in several common formats like Excel, CSV and HTML.
- integrated filter and formula editor for advanced data analysis.
- support for multilingual user interface.
- powerful and easy-to-use folder management, for precise access control in a multiuser environment

SPECIFICATIONS
- microsoft windows xp operating system or later.
- apache or apache 2
- php 5.2.4 or later
- mysql 5.x
- browser support: mozilla firefox 3.x, safari 3.x, internet explorer 8 or later

CONTACT INFORMATION
COGNIMATICS AB
Phone: +46 46 286 31 20
Fax: +46 46 12 98 79
info@cognimatics.com
www.cognimatics.com

ABOUT COGNIMATICS
Cognimatics, the leader in Cognitive Vision, has its roots at the Mathematical Department at Lund University, Sweden. With a team of world leading researchers from the field of Video Analytics, Cognimatics' technology rests on a sound scientific foundation.

COMPANY MISSION
Cognimatics works in close cooperation with the university to take new results from research to the market efficiently.

VIDEO ANALYTICS
Video analytics is a field of research, where the goal is to teach computers to interpret image streams intelligently like humans do. Cognimatics, the global leader in embedded video analytics, is dedicated to providing efficient and innovative imaging products the retail and transportation sectors.

www.cognimatics.com

COGNIMATICS