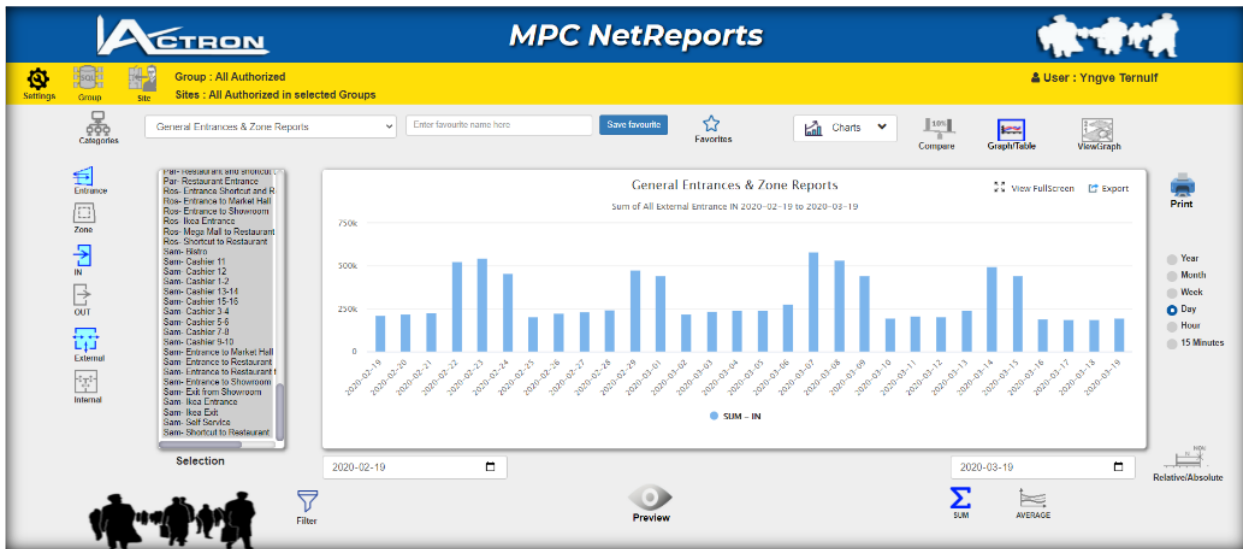


MPC Web Reports

MPC Web Reports is an entirely new generation of People counting web reports. It is based on 25 years of experience in the People counting business. (Probably the longest and deepest experience worldwide)



We have combined the **most advanced and usefull features and analytics to bring maximum Return of Investment (ROI) with optimal User friendliness.**

Therefore, there are five different levels of the product with basically the same user interface. This means that the simple user will not be confused by features which are not used and the advances user will have availability to all what is needed.

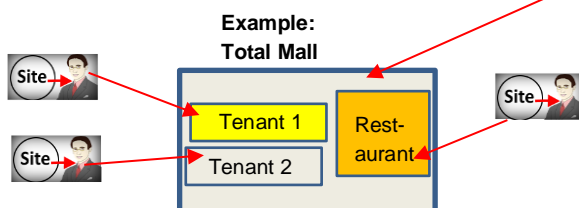
The report type level is decided by the user login. Each user can easily **automate his/her own reports** to be sent anytime by **email**.

There is a unique way on all levels (except Mobile Reportst) to created **User favourite reports** and to run it just by a click.



MPC MobileReports

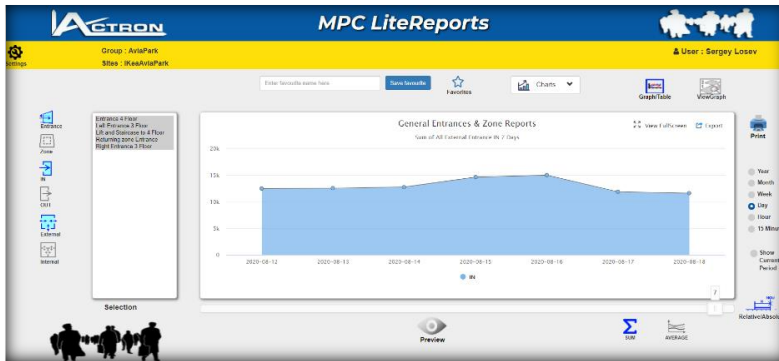
A user has the right to watch all favourite reports and create some simple reports by the mobile device.



Site = one User authorization

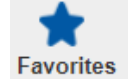
Up to MPC Reports one user can only reach one Site which normally is enough for retail stores and up to small to medium size malls

MPC LiteReports



The simplest report type. It is for users who only need to make standard reports or use reports already in their favourite list.

Just Select a favourite and View the report

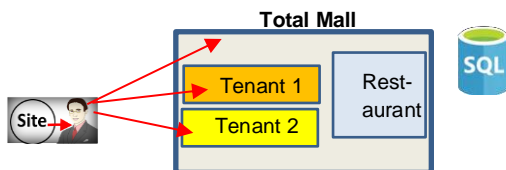


- Sam-TZ7days
- SumEnt7days
- MyFav7days
- 7DaysSam
- Sam_Occu
- Sam-Dwell
- Total Ikea Compare 7 days
- Total Last 14 Days
- Sam777
- NewDwell-Sam7days
- Last 14 Days Bar Avia
- Total Ikea's 3 Days
- Ade ExtEntr 3 Days
- Visitors All Ikea Russia 7 days

Favourites

MPC Reports Standard for users with right to one site. All features (except Categories) and all report types.

Examples of this are Occupancy - Visitor hours - and Dwell time reports. Even Queue Waiting time and Car Park reports are possible.

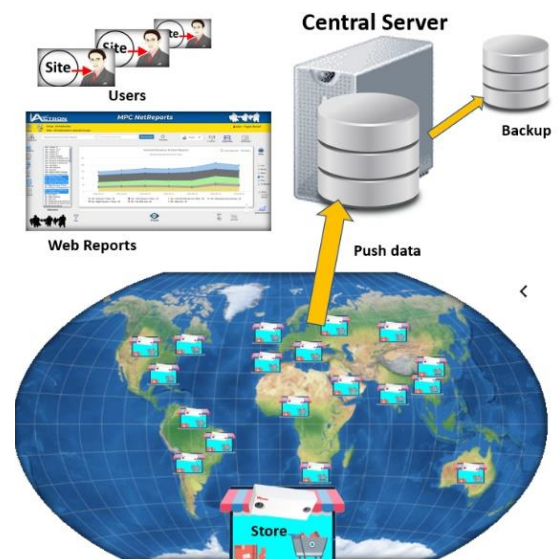


MPC SiteReports enables that one user can reach several Sites within a Group (database)

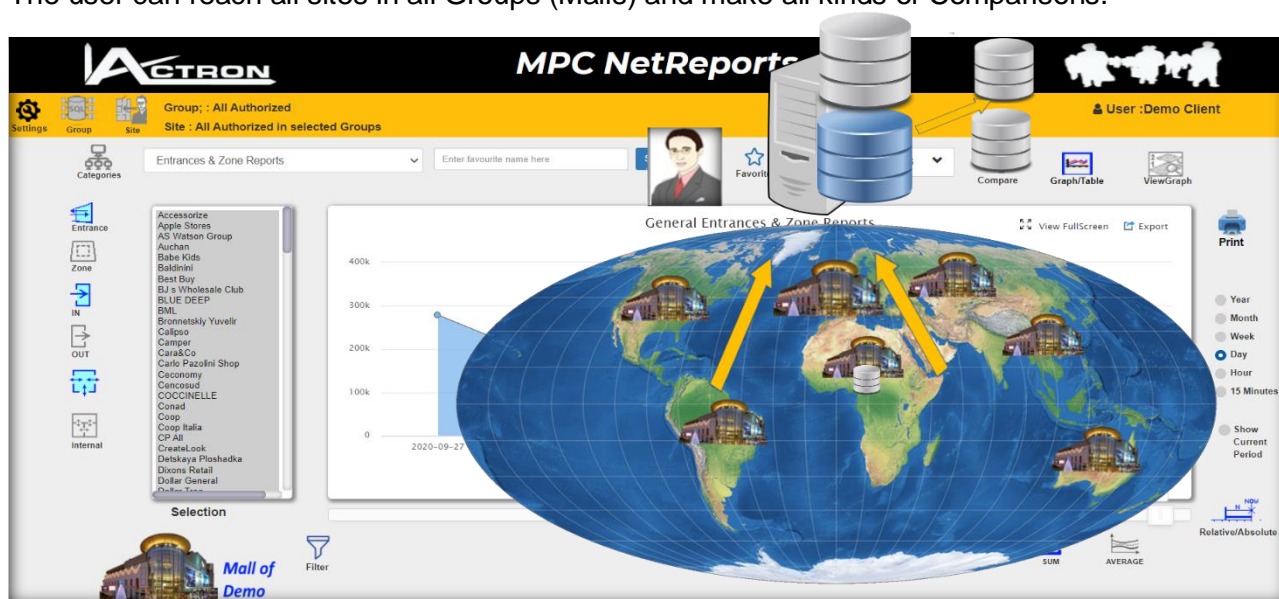
MPC SiteReports is Ideal for e.g. Retail chains, Outlet centres or Malls with tenants. It allows the user to reach thousands of stores worldwide with one central server.



Example: Through the Category function it is possible to select the right combination of sites out of thousands very easily and quickly



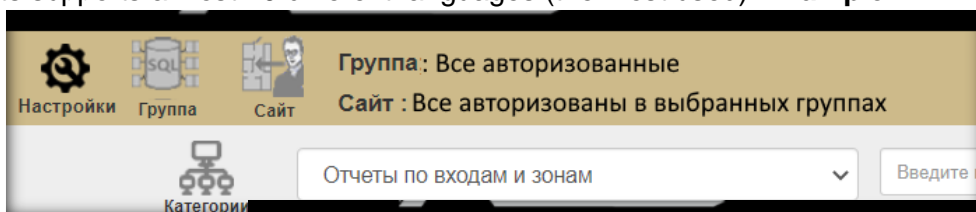
MPC NetReports is Ideal for e.g. Large Mall Chains where each mall has got its own database. The databases are normally central (in "the cloud"). But each mall can still have a local backup server. The user can reach all sites in all Groups (Malls) and make all kinds of Comparisons.



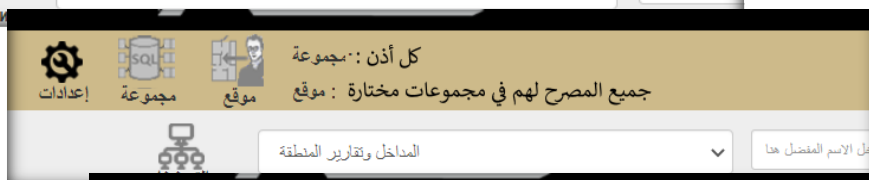
Language support:

The web reports supports almost 20 different languages (the most used). **Example:**

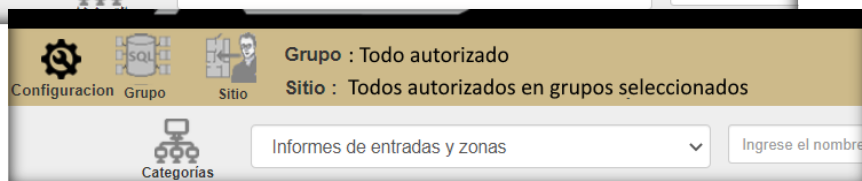
Russian



Arabic



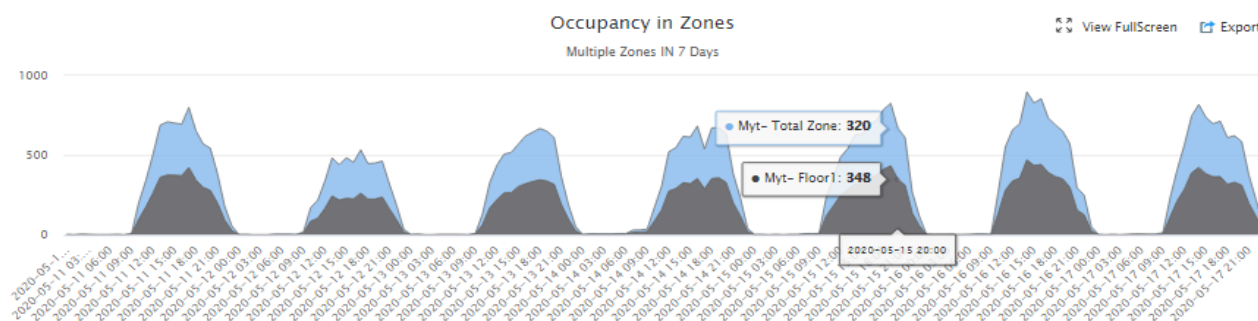
Spanish



Etc.

Example of reports:

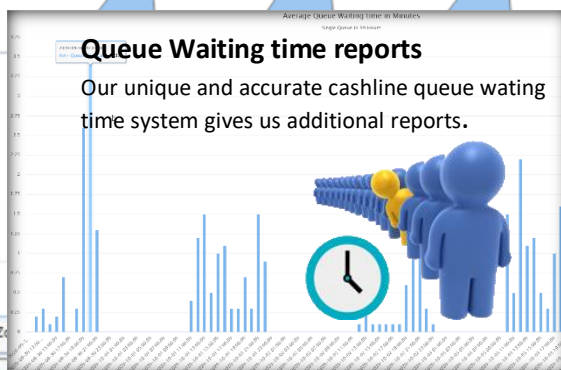
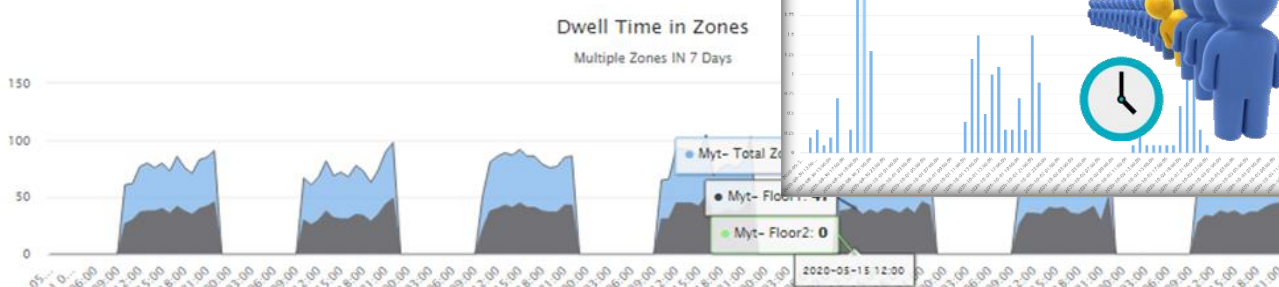
Occupancy report: This is a report, which shows the best and worst traffic hours for the day and how many people were in a given zone during a certain period of time.



Accumulated Occupancy (Visitor hours): This is a report which shows the occupancy of a certain zone by the time spent by visitors in this zone. This gives a good indication of the visitor capital.

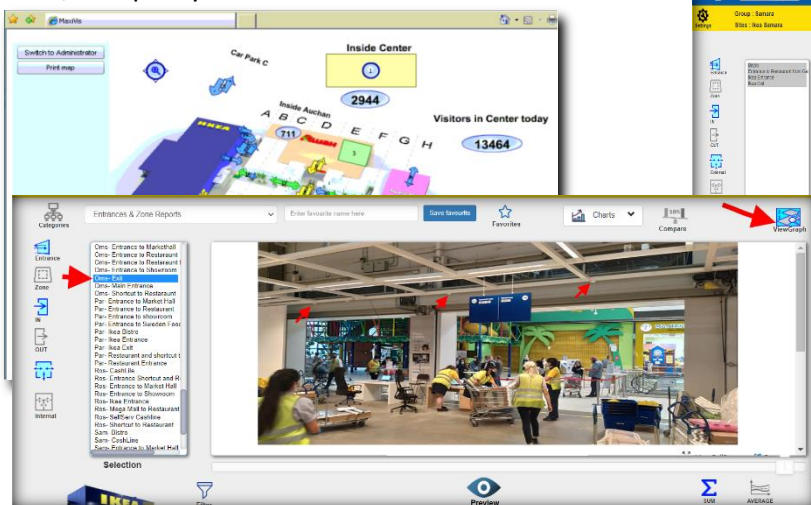


An example of a report of the dwell time (Average visiting time) of visitors in minutes.

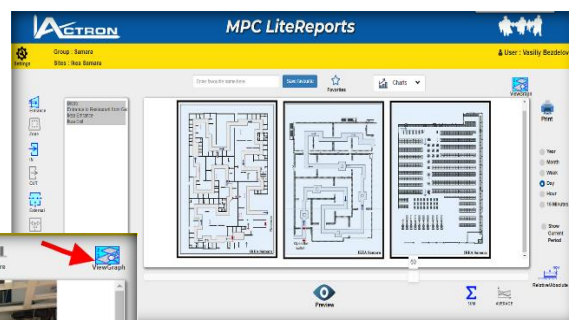


Real-time visualization

Flow, occupancy of zones etc. in real time.



Pictures and maps



All sites, Entrances, Zones and queues can be **shown as a picture or map** to make the reports easy to define and understand.

Sensor range

In order to support the reports, there is of course a need for a **range of accurate sensors**. Different sensors are good in different environments. Therefore, we have a range of sensors (from the most accurate and multifunctional sensors to really low-cost sensors)

But due to our long experience and development of algorithms we can present high accuracy within all the range. This gives us **the best possible price/performance**.

To support the consistency and the accuracy we have also a system for **automatic error detection**, which keeps us informed about the quality of all systems and all sensors.

