

Background of the Actron Group

Some important information about the background of the Actron Group

Long experience:

We have been listening to our clients for more than 20 years (and of course still do)

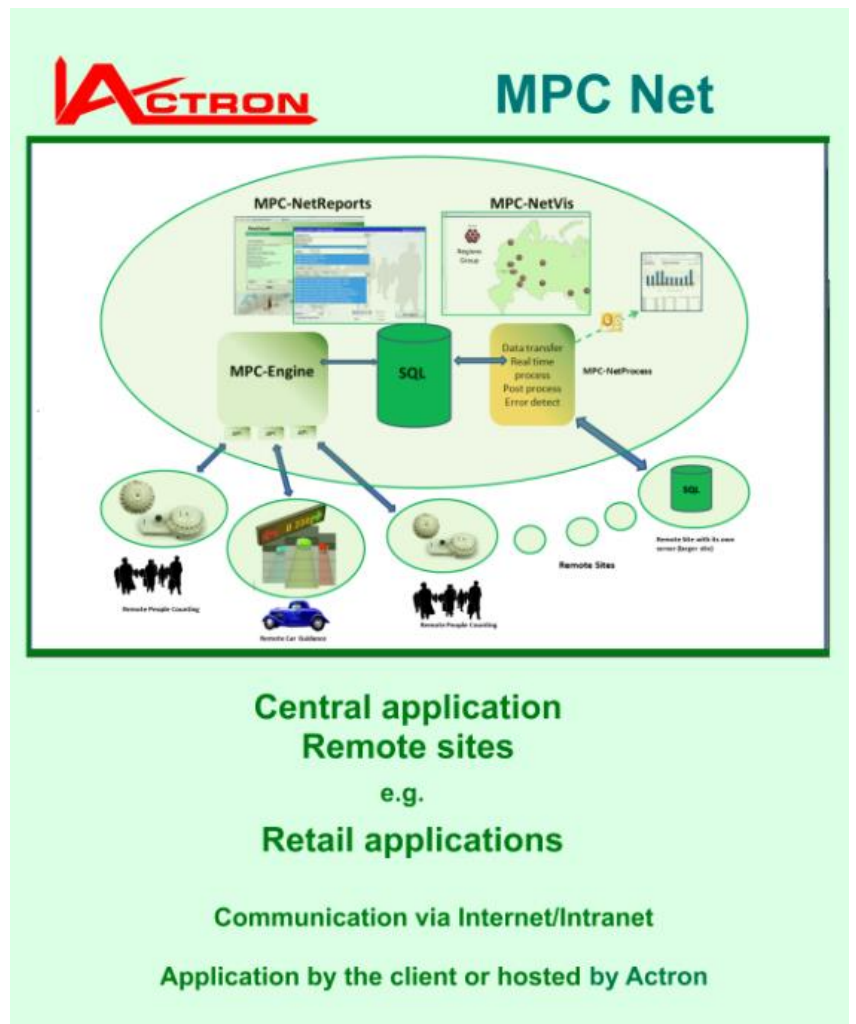
We have turned the needs into reality through algorithms and inventions created the most useful management information and aid for decisions.

We collect trends and new ideas from 60 countries in the world. We use this information and implement it into the local country conditions.

Actron was e.g. the first company introducing People Counting systems into the Russian market.

Example.

Actron has supported Cloud based solutions for far more than 10 years. (The market talks about this as a new pheromone!)



Background:

Through our history we have learned that a system shall not only work fine during start up and commissioning. It must bring the reliable information year after year. Using the experience from our industrial background the hardware and software is made reliable with very long life length and our service support organization and tools monitor constantly all parameters in the systems to ensure the quality of the information. We have learned that to create an accurate and reliable system it is not enough to have the best sensors.

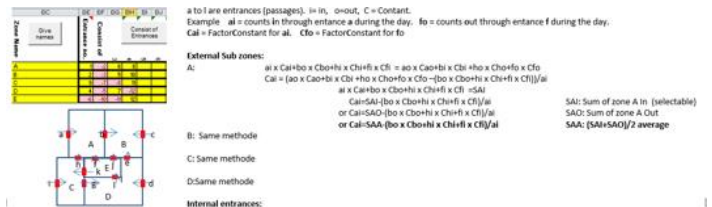
It is **equally important** to have skilled installers, how can optimize the installation and calibration.



It is **equally important** to have automated error detection in the system, which can discover if something has happened on site.



It is **equally important** to have advanced software algorithms which increase the total accuracy.



It is of course **very important** and we only supply the proven most accurate sensors worldwide within the different sensor categories and select the right sensor type in the right situation.

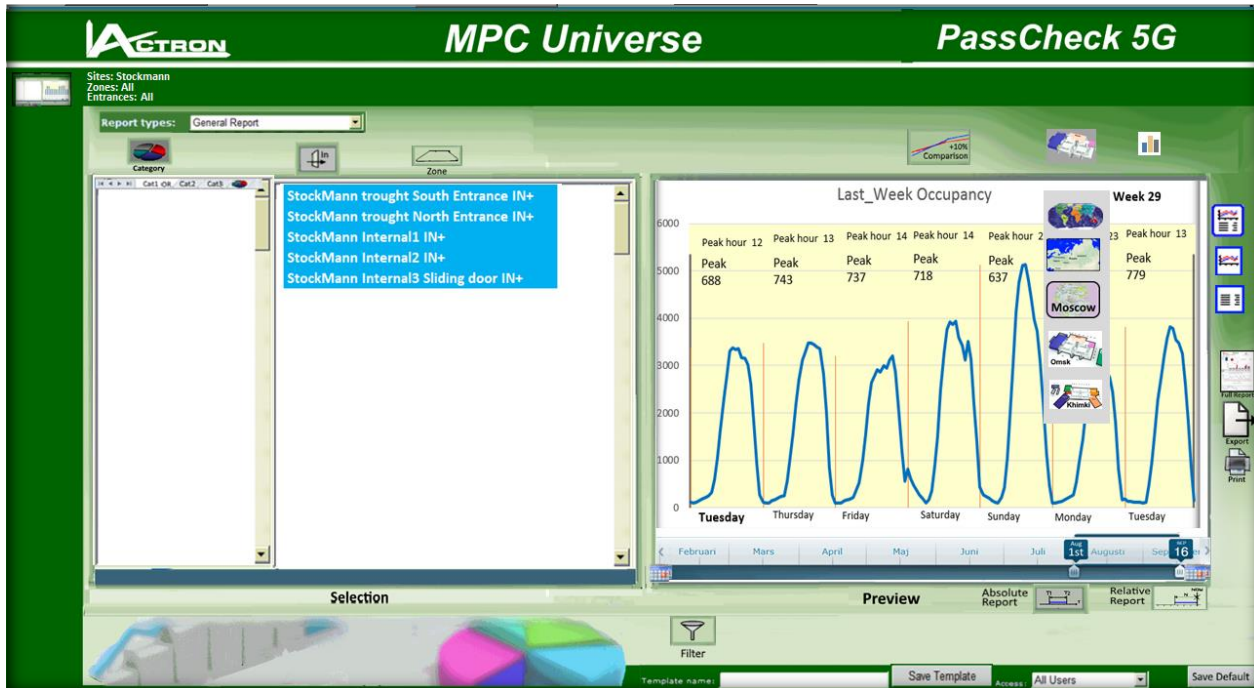


Reporting, analysis and statistics

Web reports.

The new generation of web reports is a very comfortable and interactive environment.

The user interface for normal reporting is very simple and intuitive. No special skills or advanced training is necessary.



It combines all kinds of reports graphic with **historic or real time presentation**.

It combines all kinds of **charts with graphic visualization**.

From the same simple user interface there is no limitation of the functionality.

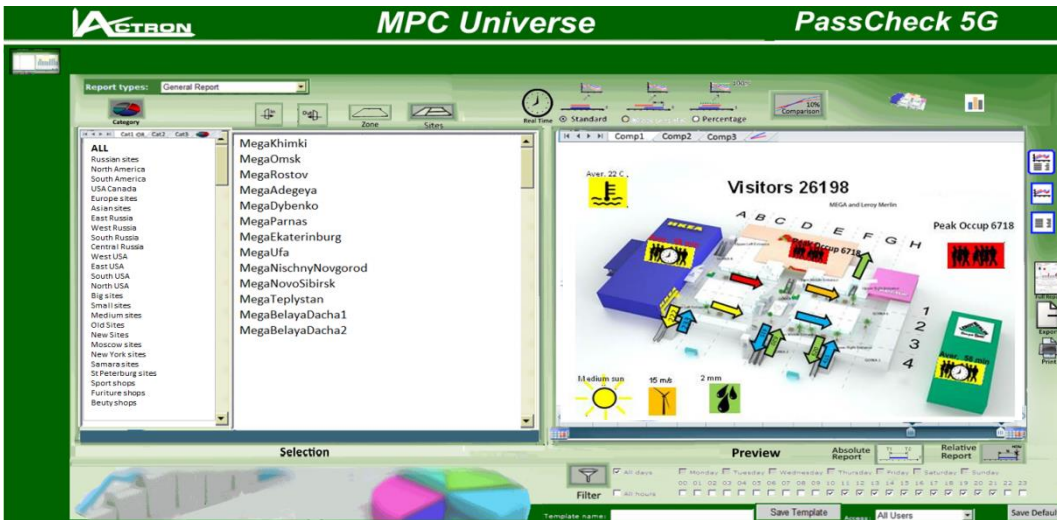
For the advanced user more and more functionality will open.

Beside **people flow** the reports show accurate:

- Occupancy**
- Dwell time**
- Real visitor capital** (the most important measurement of the malls efficiency)
- **Visitor forecast**. It combines all possible parameters and does automatically a correlation in order to give a much more accurate forecast than any human beings can make.
- Trends and suggestions of actions** to increase efficiency.
- Conversion rate** and Retail efficiency reports
- etc.

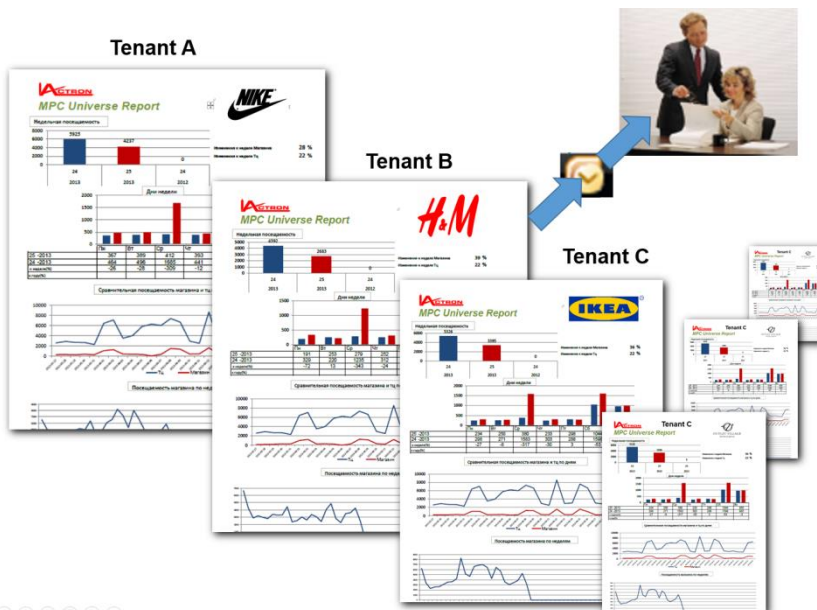
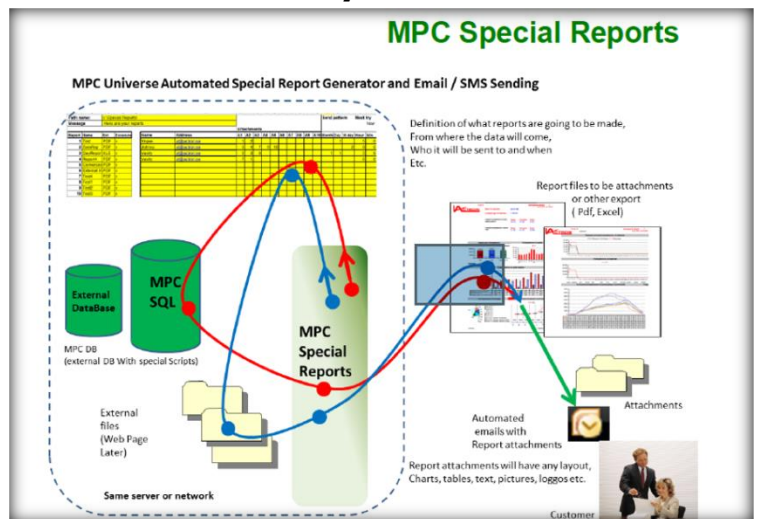
It supports worldwide retail chains and thanks to a unique category system it will make reporting trends and comparisons comfortable even for thousands of stores spread all over the globe.

Example of high functionality usage.



There is no limitation of what reports can be sent automatically.





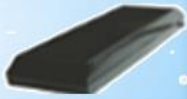
Any advanced report with any selected information and layout can also be sent automatically. Only one time definition of a report will be sent to even hundreds of users where only their information is presented.



Example of multi generated reports (to Russian users)



Wide support of sensors

Laser TOF	Thermal Image	3D Video cameras	2D Video cameras	Beam sensors
				
<p>MPC Universe supports a wide range of sensors, which can be mixed in the same project.</p> <p>There is no technology, which is superior in all environments. The closest to that is the TOF technology (Time Of Flight), which is based on a matrix of laser beams which can measure the shape of people and objects down to 1 cm accuracy.</p> <p>The most cost efficient sensor is the ActCount-3D, which gives a very good accuracy too in most environments.</p>				

MegaCount-3D

The 3D stereo visitor counter is designed for accurate counting of visitors in shopping centers and retail shops even in case of the dense passing traffic and in places with unstable lighting



Counting of the people passing under the counter is based on counting the head of everyone passing. This allows an accurate counting excluding counting of shadows and solar flares.



The counter measurements are only 135 x 65 x 25 mm. There is an Ethernet PoE port, which is used for communication as well as power supply. Therefore installation and maintenance is quick and low cost.



MegaCount-2D

In very price sensitive applications the ActCount-2D is a good alternative

Bricksteam 3D+

This is prepared for Wi-Fi and a number of other enhancements.

These are features which can be used to a low extra cost when and if the system needs to be extended in the future.



Irisys Thermal cameras

PC-Gazell

When light conditions are bad

Thermal sensors show a better accuracy

It is also probably the most esthetic

sensor in most environments



PC-OutDoor

Thermal sensors and TOF sensors are the only proper technologies for Outdoor counting as they are very unsensitive for light conditions.

Video sensors shall not be used.

This camera is designed for hard outdoor conditions with a high degree of weather protection.

Irisys TOF sensors



The Vector4D is the most advanced People Counter in the world to date.

Combining new Time of Flight detection technology with proprietary algorithms and more than 20 years of experience.

It is very independent on temperature and light conditions and it gives a very accurate height separation. People are accurately counted even if the stand still.

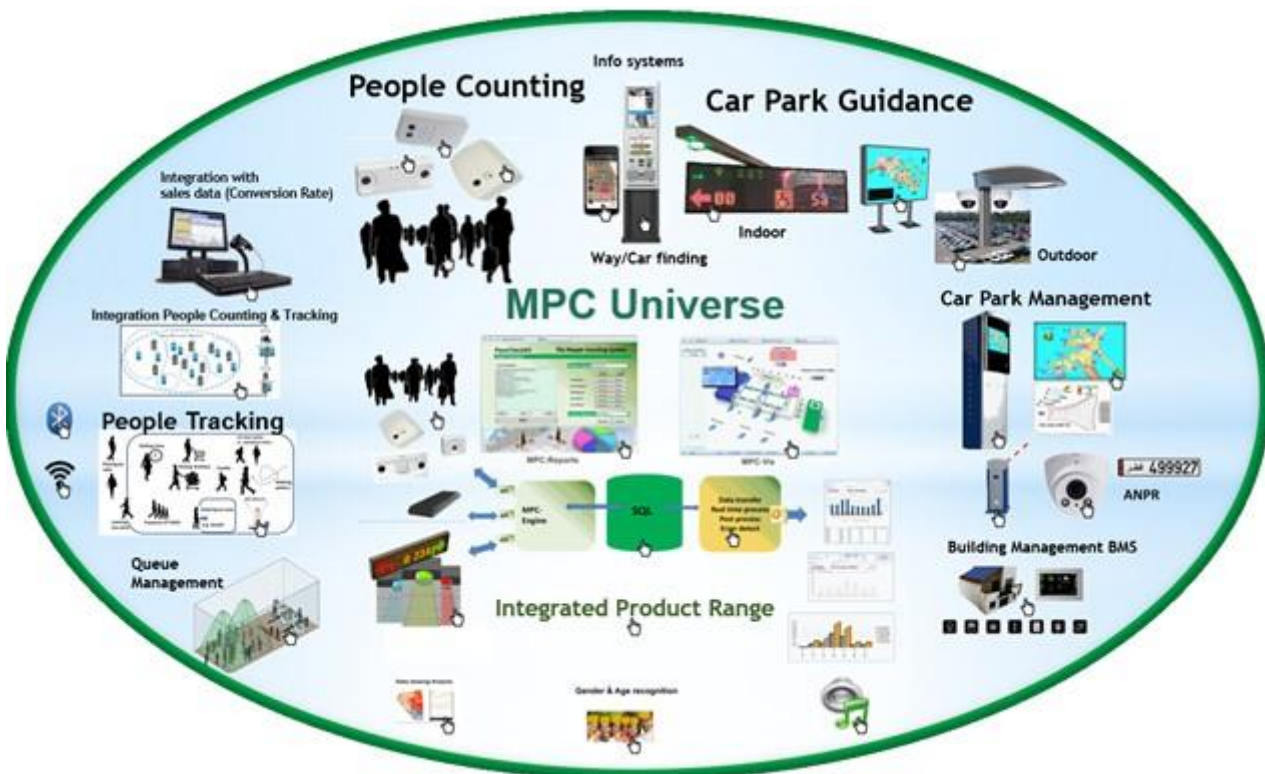
Development skills:

From three different centers our system is constantly developed in order to be in the front line regarding People Counting & Car Park guidance systems. We get experience from different parts of the world, which implemented in the product, while we still keep the local user interfaces. (e.g. in Russia the system user interfaces and instructions are in Russian while all international functionality is still there.)

Integration:

In today's reality more and more is getting related. You cannot see completely independent systems.

- Visitor numbers and sales information are not anymore independent information.
- Visitor numbers and Car park information are not anymore independent
- Car Park systems and BMS (Building Management Systems) are not anymore independent
- etc.



Actron is very far in the process of system integration.

This is beside our background also due to the structure of our company group.

Customer base:



The **key unique benefits** for the system:

The algorithms which makes it possible to measure

- Occupancy in history and real time.
- Average visiting time in total unit, level or detailed zone.
- Conversion rate in many levels:
 - purchase/ visitors (efficiency of sales)
 - purchase/ visitor hours (true efficiency of qualified sales)
 - visitors / flow in front (efficiency of attraction)

The special reports, which can send automated reports to anybody anytime by email and multiply one setup to several different individual reports

(see MPC-Special Reports)

1. Very user friendly
2. Useful Management information
3. Full Scalability
4. High Integration
5. High Functionality