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All prices and specifications subject to change without notice. Please refer to our website for the most up to date information.

Introduction

Definition: A people counter is a device, typically electronic, but sometimes mechanical, that sense and counts pedestrian traffic that passes through a particular point, usually an entrance. People counters are also referred to as retail traffic counters, people counters, door counters and customer counters. The most common type of people counter uses an infrared (invisible) beam to sense the pedestrians as they pass through the sensor's field of view. The people counter is mounted on the side of the entrance or overhead.

Why Count? A store's sales figures are only half of the equation for success. You must also know the store's traffic figures to fully understand your business.

That is why it is so vitally important to know your traffic history.

Decreased Sales + Decreased Pedestrian Traffic = External Problems

External Problems can be things such as curb appeal, location and changes in automotive traffic patterns around your establishment's area or lack of advertising or successful advertising.

Decreased Sales + Increased Pedestrian Traffic = Internal Problems

External Problems can be things such as the skill level of your sales staff, your in-store product selection or pricing.

If you don't know your traffic history, then you can only speculate as to why your sales have decreased.

In this economic environment, speculating can result in potentially devastating results.

So take control of your business by investing in one of our electronic people counters!

Here's just a few things that can be done when you know your traffic history...

- Schedule sales staff more efficiently
- Analyze your advertising campaigns
- Compute your "close ratio"
- Compare weekday traffic vs. weekend traffic

The formula for success:

Sales Figures + Traffic Figures = Success

Why Choose Us?

We pride ourselves in every area of our business. In fact, we require total excellence in every aspect of our business. Every company will tell you this, but we deliver. Some of the most important reasons to choose our company are:

- **Hassle-Free Sales Philosophy.** Comparing traffic counters is not always an easy task, especially when each company seems to use different terms and obscure jargon. This makes the task of comparing even more difficult. When you call us, we will discuss the differences between our counters and those of our competitors. We don't use complex technical jargon. We will not hassle you or attempt to force you to purchase from us. We want to earn your business by answering your questions, offering a 30-day money-back guarantee and then discussing the results with you. We allow our product to speak for itself.
- **30-Day Money-Back Guarantee.** We offer a 30-day money-back guarantee with our door counters so that you can see for yourself how well our they work. It is imperative to give customers piece-of-mind before purchasing a proprietary product, such as customer counters.
- **Easy installation.** Typically speaking, depending upon the model of people counter, the installations typically take between 20 and 90 minutes, depending upon the model.
- **30 Days Free Standard Technical Support.** We offer a certain number of minutes of free technical support during the first 30 days. The RTC-P3 includes 60 minutes of free technical support within the first 30 days. The EPC-IRD1 and RTC-P1 include 30 minutes of free technical support, while the EPC-MAG1 includes 15 minutes. This allows us to help make sure that the installation was done properly, and to allow us to train you and your employees on how to operate the hardware and software..
- **Most Cost-Effective in the Industry.** Our traffic counter pricing ranges from \$99 to \$868 for complete systems. We have not found a people counter with comparable features for less money. If you've found one, let us know and we'll try to meet or beat the price.
- **Free Standard Graphical-Analysis Software.** We offer free software with the purchase of our RTC-P3 to transmit and analyze your traffic history. Many of our competitors charge several hundred dollars or more for their software. They do not include this cost in their base pricing. We also have no licensing fees and our software can be installed at multiple locations.
- **No Hidden Costs or "Add-ons."** There are very few instances where the cost of the equipment will be more than what is stated in any of our literature. We include all mounting brackets, power supplies and most cables. In the event that there are options that the customer must select in order to arrive at the final price, such as selecting batteries or power supply for the EPC-IRD1, then we will clearly state these additional costs.

See our Policies page on our website for full details.

*"'Above and beyond' - best customer service we've experienced in a very long time."
- Gail McKenzie, Rural Minnesota CEP, Inc.*

EPC-MAG1 People Counter

The EPC-MAG1 is an all-in-one unit, measuring approximately 3.3"x2.2"x1.4" The EPC-MAG1 People Counter is different than all of our other traffic counters in one significant way. All of our other people counters use infrared beams to sense pedestrians as they pass through the entrance. The EPC-MAG1 uses magnetic sensors to count how many times the door physically swings open.

\$139

Don't be fooled by the low cost of the EPC-MAG1. Like all of our traffic counters, it is a state-of-the-art microprocessor-controlled traffic counter. It also has a number of useful features.

For example, there is a user-selectable delay of two, 10 or 30 seconds. When the door is opened, the count will be incremented. However, if this delay is being used, the system will not count any additional door swings until this delay has passed. The two-second delay is primarily used with doors that swing back and forth or 'bounce' before coming to rest. This allows the system to ignore these 'false triggers' for greater accuracy. The 10- and 30-second delay is used to help count 'buying parties.' For example, if a husband and wife or a family enter an establishment, they will usually hold the door open for each other. Therefore, the count is only incremented by one. However, in the event that one of the individuals in the family comes into the establishment a few seconds later than the others, the system will not count this person if he enters within the delay period.



Additionally, there is a buzzer that sounds when the door is opened. This buzzer can be enabled or disabled. The EPC-MAG1 is powered via a standard 9V battery and has no on/off switch so that it cannot be tampered with. The system can be connected to one or two doors, which means that

one EPC-MAG1 accommodates the standard side-by-side double-swinging doors that are common in retail establishments and public buildings.

When the EPC-MAG1 might best suit your needs: If your establishment doesn't have many unrelated parties entering on the same door swing, then this device may suit your needs. For example, the EPC-MAG1 would work well in a small gift shop. Further, the device may work well in environments such as furniture stores. Many times furniture stores do not typically have many unrelated pedestrians entering on the same door swing. A husband and wife or an entire family is known in the retail industry as a 'buying party.' Most of the time, a manager or owner will want to count a buying party once, and not count each member of the buying party. Since a husband and wife or a family will usually enter on the same door swing, then the EPC-MAG1 might suit your needs. This is why the EPC-MAG1 can be very useful in environments interested in counting buying parties, and not interested in counting individual people. Further, if the buying party enters on two door swings, then the user-defined delay described above will allow the EPC-MAG1 to still only count the buying party once, if you choose to enable this user-defined delay.

When the EPC-MAG1 might not best suit your needs: Because the EPC-MAG1 counts the number of times that the door(s) swings open, this device is only suited for certain types of establishments. If you have an establishment that needs to count every pedestrian that passes through the entrance (such as night clubs and bars for occupancy totals for fire codes), then the EPC-MAG1 may not best suit your needs, due to the fact that multiple individuals can enter on a single

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EPC-MAG1 People Counter

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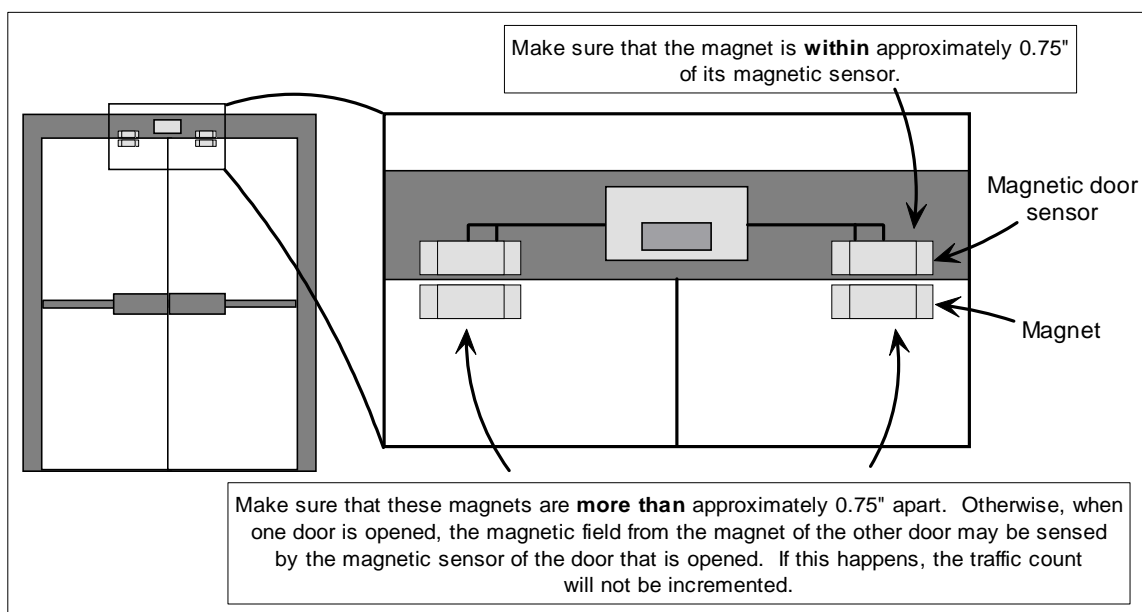
door swing. Another example where the EPC-MAG1 may not best suit your needs is if it is common for more than one unrelated pedestrian to enter while the door is opened (for example, one individual holding the door open for another). An example of this may be a convenience store during a busy time. If any of these scenarios apply, then one of our infrared pedestrian counters might better suit your needs.

Further, the EPC-MAG1 keeps a single running traffic total. It does not connect to a PC. If you feel as though you can benefit from advanced options such as analyzing the traffic by hour, day or other time interval or transmitting to a PC (and therefore to a network, if needed) then our RTC-P3 would best suit your needs. If you like the idea of keeping one single running traffic total, but need to count individual people, and not door swings, then the EPC-IRD1 (and possibly the optional EPC-IRD1e) may best suit your needs.

For more information, please refer to the "EPC-MAG1 User's Manual," which can be found on our website.

IMPORTANT NOTE:

The EPC-MAG1 will only work with entrances that have doors that swing open and closed. Therefore, if you have an entrance that has no door, such as those found in mall environments, then the EPC-MAG1 will not suit your needs. Further, if you have an entrance where a door is propped open all day, then the EPC-MAG1 will not suit your needs. In these situations, it is best to use one of our electronic pedestrian counters with infrared beams.



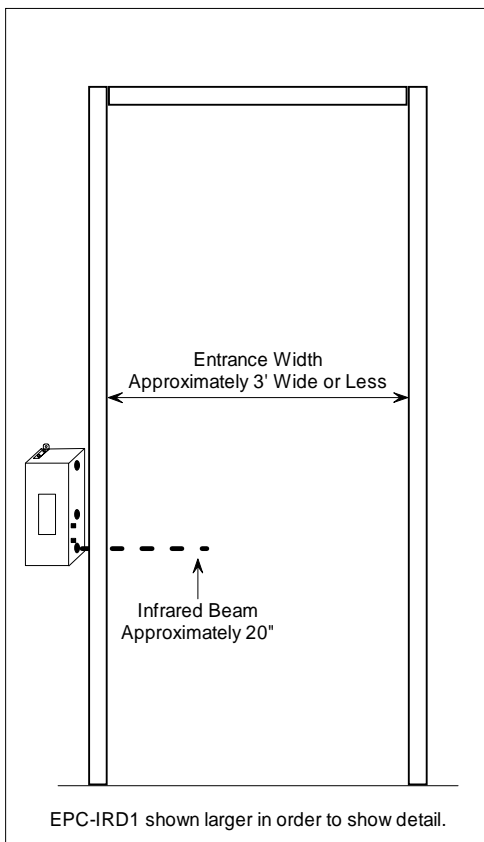
EPC-IRD1 People Counter

The EPC-IRD1 is an all-in-one unit, measuring approximately 3.3"x2.2"x1.4". The EPC-IRD1 uses an infrared beam to count the pedestrians that pass through the area that is being monitored. The maximum sensing distance of the EPC-IRD1 is approximately three feet, which will accommodate standard entrances. The EPC-IRD1 can be powered by two AA-Sized 3.6V Industrial batteries or by a power supply can power the EPC-IRD1. The price for one EPC-IRD1 is \$194.

\$229

We also have a long-range version that will work on entrances wider than three feet, such as side-by-side double doors or mall entrances. This long-range version is listed in this document as the **EPC-IRD1 People Counter & Optional EPC-IRD1e Infrared Emitter**.

When using the EPC-IRD1 by itself, the EPC-IRD1 uses its own internal infrared emitter and infrared receiver to sense the people passing through the infrared beam. The infrared beam will be emitted across the entrance. When a person walks through the infrared beam, the



infrared beam reflects off of the person's clothing, back to the EPC-IRD1. The EPC-IRD1 will sense the beam for that brief period. When the EPC-IRD1 senses the infrared beam, it will increment the count.

The EPC-IRD1 includes a low-battery indicator. It also has advanced features, such as our **Sensor Sensitivity Delay**, which allows you to decide if you wish to count individual people, or 'buying parties.' It also uses a five-digit security code to prevent tampering by employees, customers or any other individuals.

The EPC-IRD1 can either be mounted in a Side-Firing, Front-Firing or Overhead configuration.

In addition to the base price of \$194, you must also either purchase two batteries or a power supply in order to power the EPC-IRD1. The price of our batteries range from \$2.49 to \$5.50, depending on how many are ordered. The price of the power supply is \$25 each. So, if you choose to power the EPC-IRD1 via batteries, the total cost of the system will be \$205.00 (\$194 for the EPC-IRD1 and \$11.00 for the two batteries). The battery life de-

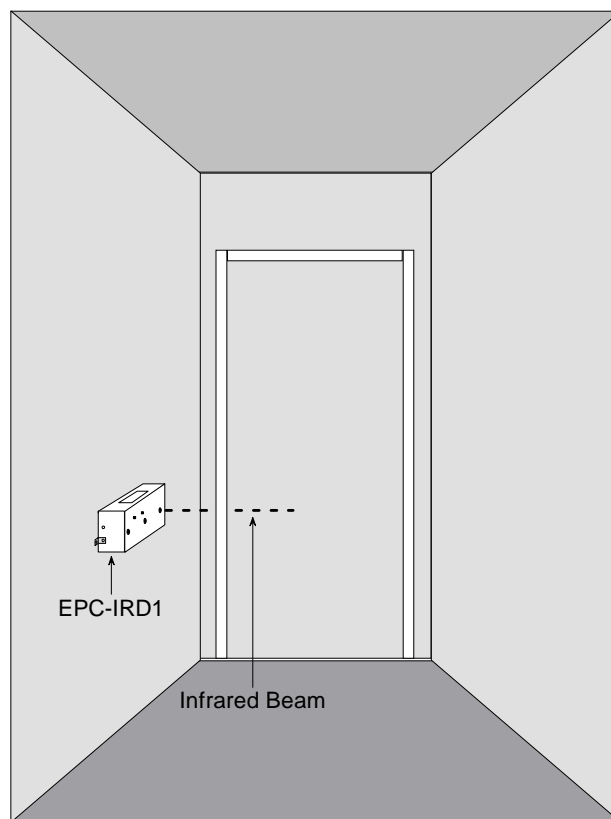
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EPC-IRD1 People Counter

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depends upon various factors, such as the amount of pedestrian activity, the temperature of the environment and a few menu settings. However, generally speaking, the battery life for the EPC-IRD1 is approximately eight months, but can last as long as two years, depending upon the settings. If you choose to power the EPC-IRD1 via the power supply, the total cost of the system will be \$219.00 (\$194 for the EPC-IRD1 and \$25 for the power supply).

For more information, please refer to the "EPC-IRD1 & EPC-IRD1e User's Manual," which can be found on our website.



EPC-IRD1 shown larger in order to show detail.

EPC-IRD1 People Counter & EPC-IRD1e Infrared Emitter

When the EPC-IRD1 Electronic People Counter is used by itself, it can accommodate standard entrances of approximately three feet wide. If you have an entrance that is wider than three feet, then you can use the optional EPC-IRD1e Infrared Emitter along with the EPC-IRD1 Electronic People Counter.

\$339

When using the EPC-IRD1 Electronic People Counter along with the EPC-IRD1e Infrared Emitter, the approximate maximum sensing distance is 35 feet. As with the EPC-IRD1, the EPC-IRD1e can be powered with two AA-Sized 3.6V Industrial batteries or a power supply can power the EPC-IRD1. The price for one EPC-IRD1e is \$95. This means that the EPC-IRD1 (\$194) and the EPC-IRD1e combine for a total of \$289 plus the cost of the batteries or power supply.

In this two-piece scenario, the internal infrared emitter of the EPC-IRD1 will be turned off via a menu option and the EPC-IRD1 will only be used as an infrared receiver. Then, the EPC-IRD1e will be used as a dedicated infrared emitter. In this scenario, the infrared beam of the EPC-IRD1e will be emitted across the entrance. The EPC-IRD1 will be mounted on the other side of the entrance and receive this infrared beam. When a person breaks the beam, the EPC-IRD1 will not sense the beam for that brief period. When the EPC-IRD1 senses the absence of the infrared beam, it will increment the count.

The EPC-IRD1e is the same exact physical size of the EPC-IRD1 and they look very similar to each other. Like the EPC-IRD1, the EPC-IRD1e includes a low-battery indicator. It also has advanced features, such as the ability to set the infrared beam strength to one of five different settings. This allows you to set the infrared beam strength to a strength suitable to your entrance width, yet allows for maximum battery life by not setting the infrared beam strength to a level that is unnecessary high.

The EPC-IRD1 and EPC-IRD1e can either be mounted in a Side-Firing configuration or a Front-Firing configuration.



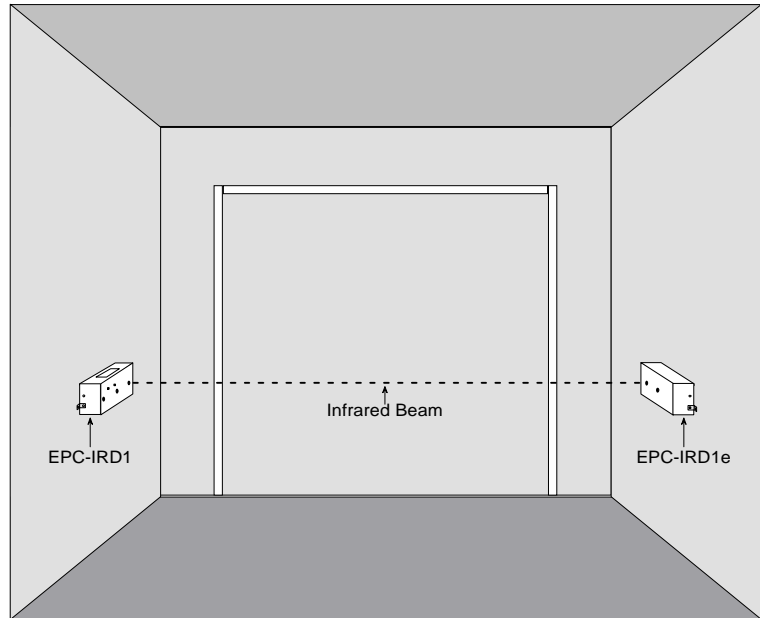
In addition to the base price of \$289 for both the EPC-IRD1 Electronic

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EPC-IRD1 People Counter & EPC-IRD1e Infrared Emitter

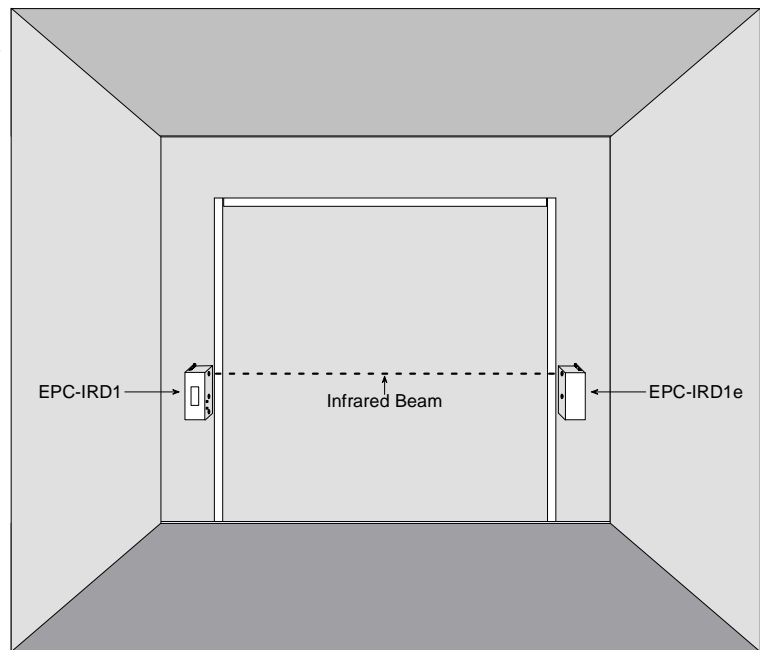
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People Counter and the EPC-IRD1e Infrared Emitter, you must also either purchase two batteries for each of the two pieces or a power supply for each of the two pieces. The price of our batteries range from \$2.49 to \$5.50, depending on how many are ordered. The batteries have a long shelf life of ten years, so you can purchase ten or more to have additional batteries on hand and so you can also receive the discount. The price of the power supply is \$25 each. So, if you choose to power both the EPC-IRD1 and the EPC-IRD1e via batteries, the total cost of the system will be \$302.96 (\$289 for the EPC-IRD1 and EPC-IRD1e and \$13.96 for the four batteries). If you choose to power the EPC-IRD1 and the EPC-IRD1e via power supplies, the total cost of the system will be \$339.00 (\$289 for the EPC-IRD1 and EPC-IRD1e and \$50 for two power supplies). Also, you can choose to power one of the two pieces via batteries and one via power supply, if desired. However, the power supply can only power one of the two devices.



EPC-IRD1 and EPC-IRD1e shown larger in order to show detail.

For more information, please refer to the "EPC-IRD1 & EPC-IRD1e User's Manual," which can be found on our website.



EPC-IRD1 and EPC-IRD1e shown larger in order to show detail.

RTC-P3 People Counter

The RTC-P3 people counter gives you an enormous amount of flexibility. The RTC-P3 is a modular unit, not an all-in-one unit. This means that the RTC-P3 people counter and door sensors are housed in separate enclosures. The RTC-P3 people counter can be placed anywhere; however, it is usually placed behind the sales counter or in the back office, near the PC or POS to which the RTC-P3 is connected. The RTC-P3 can accept up to three door sensors. The RTC-S2X Standard Door Sensor and the RTC-S2XL Long-Range Door Sensor,

\$349

Requires at least one
RTC-S2X or RTC-S2XL



which are sold separately and which connect to the RTC-P3 people counter via Category 5 Networking Cable.

The RTC-P3 can be connected to a PC or POS, but it is not required. Most customers keep the RTC-P3 connected to the PC or POS all the time. However, if you don't have a PC available, you can allow the system to accumulate traffic and then connect the RTC-P3 to a laptop every once in a while in order to transmit the data. The transmit process only takes a few seconds.

The standard door sensor that we use with the RTC-P3, the RTC-S2X, can sense traffic on entrances as wide as

eight feet in directional mode and 13 feet in nondirectional mode. We also offer the optional RTC-S2XL, which is a long-range sensor that can be used with the RTC-P3 for entrances wider than 13 feet. This long-range sensor is useful for wide entrances such as those found in mall environments.

The price of the RTC-P3 is \$619 and includes the power supply and our Graphing & Transmission Software. You would then have to select one or more door sensors (either the RTC-S2X or the RTC-S2XL). The price of the RTC-S2X is \$249 and the price for the RTC-S2XL is \$379. So, as an example on how to calculate the price of the system, for an installation with one standard entrance, you would need the RTC-P3 and RTC-S2X. So the total price would be \$868.

The RTC-P3 compiles and saves traffic data from the entrances in hourly increments. It saves up to the last 250 days of traffic history. The RTC-P3 can be connected to a PC or POS (Point of Sale Device) via Serial port or via USB port by using a Serial-to-USB Converter cable. The RTC-P3 transmits the traffic history in a comma-delimited format, which is also referred to as a .csv format (comma-separated values). The .csv format can import directly into Microsoft Excel.

The RTC-P3 also includes our Graphing & Transmission Software at no additional charge. The software allows the user to transmit the data to the PC or POS and then view or print the traffic data in various text or graphical formats. Please review the RTC-P3 Software Manual for detailed information about the software capabilities. The link to this software manual can be found to the left.

The RTC-P3 is powered via a power supply, which is included. The

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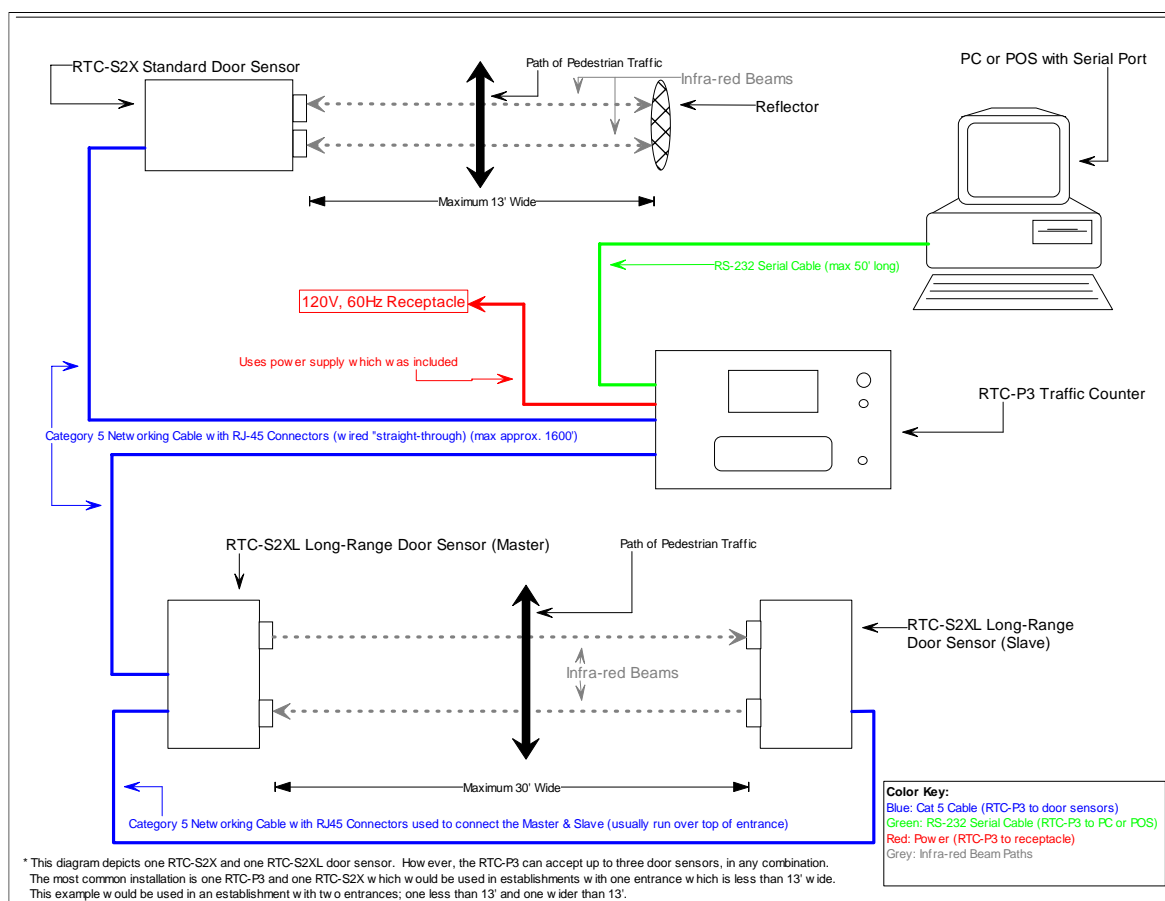
RTC-P3 People Counter

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Category 5 Networking Cable not only sends a signal from the door sensor to the RTC-P3 when activity is sensed, but the RTC-P3 also sends the power to the door sensor through this cable. This means that you do not need any power receptacle or power source at the entrance area.

We pride ourselves on limiting any additional or 'hidden' costs. In the case of the RTC-P3, there are only two potential additional costs. First, the Category 5 Cable that connects each door sensor to the RTC-P3. Since we don't know how much cable your installation will require, this is something that is computed for your installation. Currently, the charge for this cable is \$0.18 cents per foot (minimum of \$8). Similarly, the RTC-S2XL needs a second Category 5 Cable, which is used to connect the two pieces of the RTC-S2XL together (see the link for the Sample RTC-S2XL Installation Diagram to the left). Since this is a very common type of cable, you can also choose to purchase it locally. If you do not have a Serial port available on the PC, then you can connect the RTC-P3 via a Serial-to-USB Converter cable. You can purchase one from us for \$38 or you can purchase one locally.

For more information, please refer to the "RTC-P3 User's Manual," which can be found on our website.



RTC-S2X Standard Door Sensor

The RTC-S2X standard door sensor is used with the RTC-P3 traffic counter. It is a directional sensor. This means that the sensor can determine if a pedestrian is entering or leaving your establishment. Therefore, there is no need to divide your traffic totals in half to obtain the actual traffic amounts. The price of the RTC-S2X Standard Door Sensor is \$249 and includes all mounting hardware and reflector.

\$140

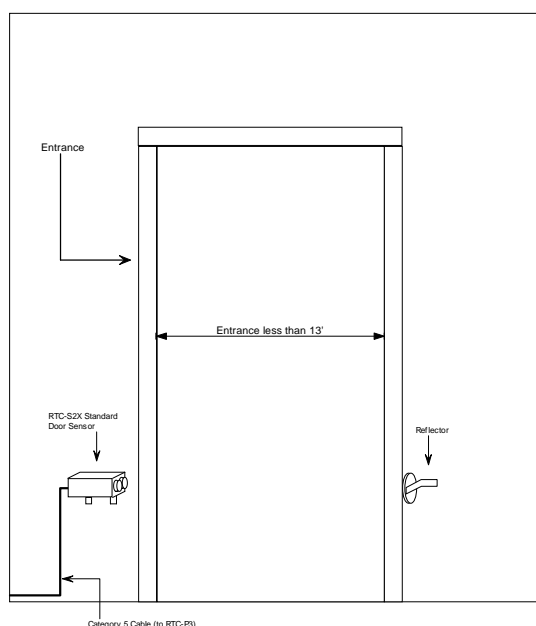
Requires RTC-P3



The RTC-S2X door sensor can sense traffic on entrances as wide as approximately 8 feet for directional sensing and up to 13 feet for non-directional sensing. If you have an entrance wider than 13 feet, such as mall entrances, you would need our long-range door sensor, the RTC-S2XL.

The RTC-S2X is mounted on one side of the entrance. A reflector, which is included, is mounted on the opposite side of the entrance and at the same height as the door sensor. The RTC-S2X sends an infrared (invisible) beam to the reflector. When the door sensor is aligned with the reflector, the reflector will send the beam back to the traffic counter. When a pedestrian breaks the beam, the traffic counter knows that someone has passed through the entrance.

For more information, please refer to the "RTC-P3 User's Manual," which can be found on our website.

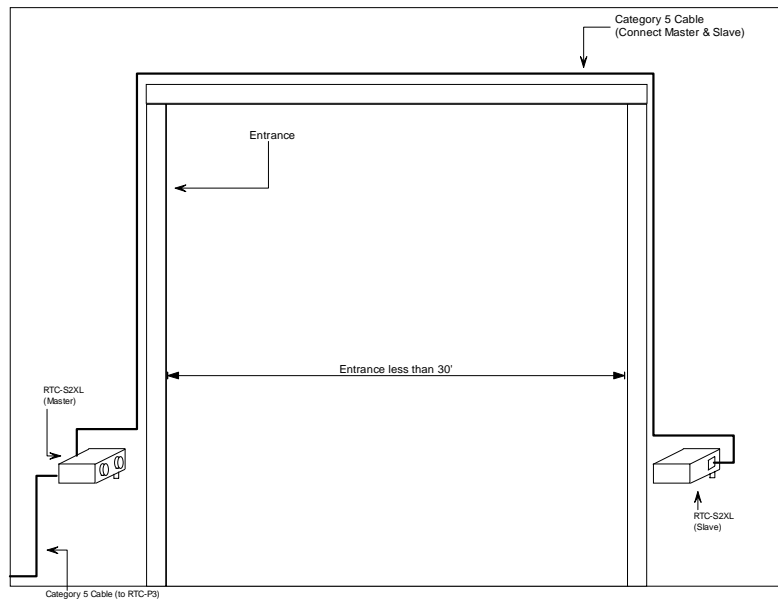


RTC-S2XL Long-Range Door Sensor

The RTC-S2XL long-range door sensor is used with the RTC-P3 traffic counter. It is a directional sensor. This means that the sensor can determine if a pedestrian is entering or leaving your establishment. Therefore, there is no need to divide your traffic totals in half to obtain the actual traffic amounts.

The RTC-S2XL door sensor is a long-range sensor that can sense traffic on entrances as wide as 30 feet (although we can create custom sensors with wider entrance capabilities). If your entrance is 13 feet or less, then you would use the RTC-S2X Standard Door Sensor.

The RTC-S2XL door sensor consists of two parts, a "master" unit and a "slave" unit. Although they are two physical units, they work together as one door sensor, which is how the RTC-P3 sees them. The master unit is mounted on or near the entrance. The slave unit is mounted on the opposite side of the entrance and at the same height as the master unit. The master and slave are connected with a communications cable that is typically run over the top of the entrance. The master is also connected to the RTC-P3 traffic counter with a second communications cable. When the master and slave units are aligned with each other, they will continually send an infrared (invisible) beam to each other. When a pedestrian breaks the beams, the master unit sends a signal to the RTC-P3 to tell it to increment the traffic total. The price for the RTC-S2XL Long-Range Door Sensor is \$379 and includes all mounting hardware.



For more information, please refer to the "RTC-P3 User's Manual," which can be found on our website.

\$210

Requires RTC-P3



RTC-P3 Software

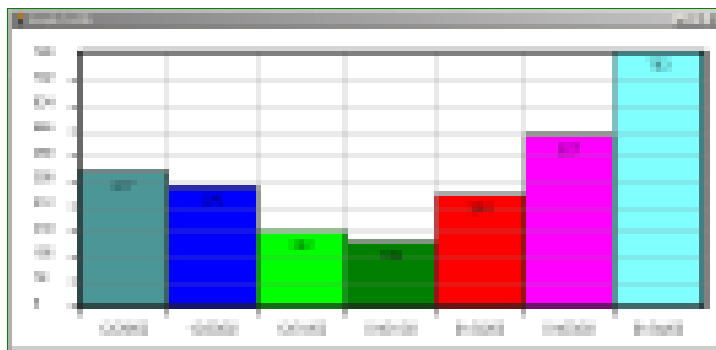
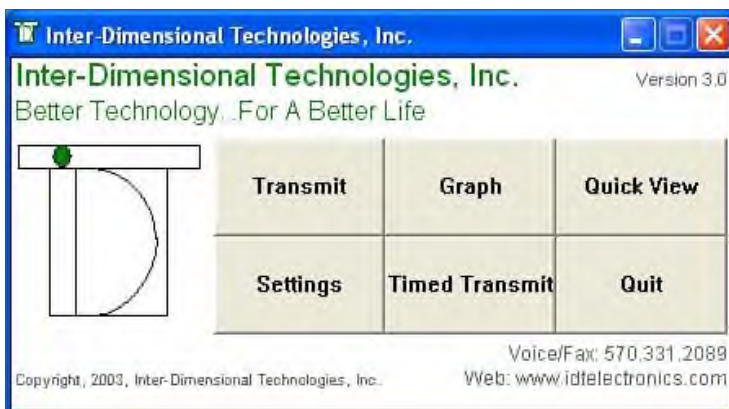
Our custom software communicates with the RTC-P3 traffic counter and receives the traffic data. The software also allows you to view or print the data in various graphical or text formats.

The software accepts a date range and will represent the data in that range in various formats, which include bar graph, pie chart, line chart, point chart and text. Further, the data can be subtotaled by hour, day, day-of-week, month, year and door. The data can be displayed on the screen, or printed.

This software runs on IBM-Compatible PC's with Windows 95 or higher. There are limited printing capabilities on Windows 95 systems, so Windows 98 or higher is recommended. The software is best suited for 800 x 600 monitor resolution. Approximately five MB of free disk space is needed.

Although our software can receive the data and analyze it, it is not a necessity to use our software. We transmit the data via standard serial communications. This means that any number of communications applications can be used. Also, our data is transmitted in the standard comma-delimited format. This is also referred to as .csv (comma-separated values). This means that it can be imported into almost any program, including Microsoft Excel. Therefore, although we recommend the use of our software, we can help your company integrate our traffic counters with your current software, eliminating the need to introduce another software application.

For more information, please refer to the "RTC-P3 Software Manual," which can be found on our website.

EPC-3D People Counter

Our 3D Stereo Camera People Counter is a device that accurately senses and counts pedestrians in many environments and public establishments, particularly where you may have dense pedestrian traffic and in locations with unstable lighting.

How it Works:

Two cameras send the image to the counter's processor, which creates a 3D model of the objects' movement. This allows the system to determine the location and height of the pedestrian with high accuracy.

The processor stores the gathered data in the FLASH memory and later transfers it to the data processing system.

Since the system can determine the height of objects, it provides you with the ability to eliminate children. Likewise, you can also eliminate adults, if you only want to count children. One of the reasons that stereo camera systems are more accurate is because when they see a shadow, they system will know that the height of the shadow is zero. With some single-lens systems, shadows can be sensed and counted as pedestrians.

Software:

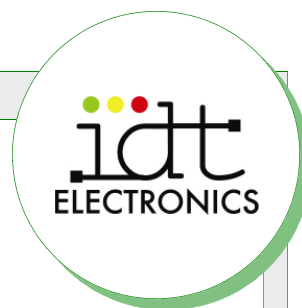
The data can transmit the data to a PC and be viewed with the included PC software. Optionally, the data can also be uploaded to the Cloud and viewed via a browser. Please contact us for the pricing for the Cloud option.

Regardless of the method that is used to store and view the data, there are many "tools" in the software that allows you to tell the system how to count. Some of these tools are "in lines," "out lines" and "exclusion areas." See our user's manual for more details.



\$889





Contact Information

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