

Cross Point 3D Camera Counter



In today's competitive retail environment, success is dependent on a thorough understanding of existing and potential customers. Constantly changing customer preferences, eroding customer loyalty and the inherent complexity of large retail organizations demand increased analysis of the customer behaviour.

Cross Point 3D Camera Counters offer cost efficient, scalable and easy-to-install visitor counting. Combined with Cross Point's CrossCONNECT platform, it is a powerful visitor counting solution.

Use Cross Point Analytics to obtain full insight in customer flows and dwell times, trend analysis, evaluation of advertising and promotions and improve your staff planning. The collected information will help you to increase your buyer-to-traffic ratio and turnover per visitor.

Especially in situations where other infra-red based visitor counters cannot provide an adequate solution, the Cross Point 3D Camera Counter can easily be installed and integrated in an existing local area network.

Configuration can be done locally as well as remotely using Cross Point Device Explorer.

Unique features

Bi-directional visitor counting

Create zones and determine dwell times

Visitor counting reports

CrossCONNECT enabled

Suited for use with Cross Point Analytics



Cross Point 3D Camera Counter

| Features | 3D90 | 3D180 |
|---|------|-------|
| Bi-directional visitor counting | ● | ● |
| Up to 10 counting lines per single camera | ● | ● |
| Up to 8 individual zones of polygonal shape | ● | ● |
| Dwell time calculation per zone | ● | ● |
| Ignore children option | ● | ● |
| Accuracy of at least 98%, even in crowded areas | ● | ● |
| Suppression of non-human objects like shopping trolleys | ● | ● |
| Configurable through software | ● | ● |
| CrossCONNECT enabled for remote service and management information ¹ | ● | ● |
| Integrated CrossCONNECT Access Point | ● | ● |

Range

| | | |
|---------------------------------------|---------------|---------------|
| Monitored area ² | Up to 5 x 6 m | Up to 8 x 8 m |
| Minimum / maximum installation height | 2 m / 4 m | 3 m / 6 m |

Specifications

| | | |
|--------------------------|----------------------------------|----------------------|
| Dimensions (W / H / D) | 160 / 160 / 42 mm | 237 / 99 / 37 mm |
| Weight | 400 g | 600 g |
| Housing | Aluminum & plastics | Aluminum |
| Operating temperature | 0°C ... +55°C | -25°C ... +70°C |
| Storage temperature | -40°C ... +85°C | -40°C ... +85°C |
| Ingress protection | IP30 (DIN IEC 60529) | IP40 (DIN IEC 60529) |
| Required illuminance | 3 Lux | |
| Power supply | Power-over-Ethernet (PD class 0) | |
| Power consumption | < 8 W | |
| Ethernet | 1000BaseT, PoE, RJ45 socket | |
| EMC | CE, FCC | |
| Reliability, useful life | > 10 years | |

● standard available

○ optional

- not applicable

¹ When used as or in combination with the CrossCONNECT Access Point

² Depends on installation height