



## Retail

### COUNTING THE NUMBER OF CUSTOMERS IN RETAIL STORES IN REAL TIME

People Counting - contactless, automatic and reliable

#### THE PROBLEM

At present, all shops have to comply with the regulatory requirement to allow only a certain number of customers to enter their shop at the same time.

To meet this requirement, customers must be counted both at the entrance and exit of the store.

In addition, the number of customers actually present in the store at any given time must be calculated on an ongoing basis.

New customers must be denied access if the maximum number is exceeded.

#### THE CHALLENGE

To comply with this precautionary measure, it is necessary that the operator assigns personnel during the entire opening hours of the business.

This often requires the deployment of additional staff and causes considerable, additional personnel costs.

In addition, the employees who regulate the flow of customers must have a very high degree of personal responsibility and accuracy, as the authorities can check compliance with the regulations at any time. Failure to comply with the regulations can result in heavy penalties or even closure of the business.

An automated limitation of the customer flow saves costs, minimizes the error rate that inevitably results from human behavior, and ensures smooth business operations and supply to customers.



Precise counting of the customers in the shop



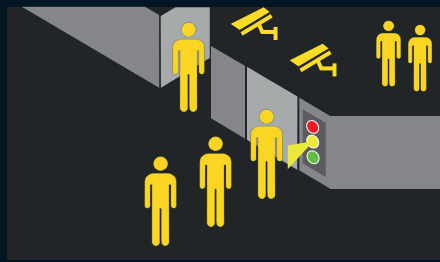
Proven compliance of the regulations



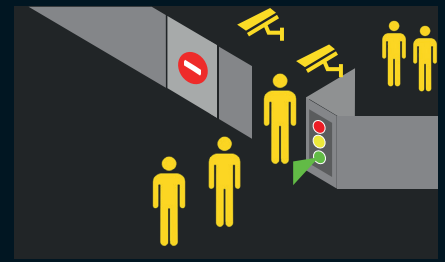
Saving of personnel costs



The maximum number of customers is reached, the entrance remains locked.



A customer leaves the shop.



The next customer gets access.

### THE GEUTEBRÜCK INDIVIDUAL SOLUTION

The Geutebrück Video Content Analysis automatically counts the customers entering or leaving the store and continuously calculates the number of customers who are in the store at the same time.

IP cameras above the entrance and exit - or several entrances and exits - monitor customer movements from above. The analysis algorithm automatically recognizes the persons in the video image as well as the direction of movement and counts the customers.

Using a threshold value, you can set the maximum number of customers that can be tolerated in the shop at any one time.

As soon as the maximum number of customers is reached, the system generates an alarm message or, for example, closes contact-controlled electric entrance doors or controls a three-stage LED traffic light. At this traffic light even impatient customers can recognize when other customers have left the store and they can enter the shop themselves.

Optionally, all customer movements can be stored statistically in the database.

The Geutebrück complete solution consists of the required number of IP cameras, a compact PC and all necessary connection cables. Furthermore the system is largely pre-parameterised and tested before the installation at the location with the remote assistance and fine tuning of an experienced Geutebrück technician.

### SERVICE AND SUPPORT

- Further services for optimal use of the solution are patch management, warranty and maintenance and your personal Geutebrück contact person.

### THE BENEFIT

- Reliable, verifiable recording and control of customers simultaneously present on the shop floor.
- Savings in personnel costs and relief for the employees.
- Secure compliance with official requirements.
- Easy system installation even by „non-technicians“.
- Ensuring the continued uninterrupted operation of the business.
- Important, responsible contribution of the business operator to the supply of the population.

SOFTWARE

HARDWARE

SERVICES  
SUPPORT

Geutebrück offers everything from a single source.

### IN A NUTSHELL:

- The Geutebrück solution relieves business operators and ensures reliable compliance with official regulations to protect customers and employees.