

FootfallCam 3D MAX™

Product Code: FC-F3DM01

FootfallCam Product

People Counter



Key Features

- ▶ Stereo Vision Technology
- ▶ Real-time Occupancy Counting
- ▶ Longest lifespan MBTF25years
- ▶ Widest Door Coverage
- ▶ Bi-directional Counting
- ▶ Most Accurate Counting with Video Proof
- ▶ Superior Processing Power – Accurate 3D Counting
- ▶ In adverse environment
- ▶ Easy to Install and Set Up
- ▶ 1-year Manufacturer Warranty

FootfallCam 3D MAX™ is suitable for the ceiling height (2.5m-9.0m) and is embedded with a powerful 1.2GHz Quadcore processor, specifically to run its complex video processing algorithm. Our processor has 20x higher processing power than our previous version powered by the latest algorithm which uses both colour and texture pattern to identify a person, producing far superior accuracy than using colour pattern alone.

Basic Functions

1. **Video Counting.** Counting ins and outs (measure store performance, data collection for analysis of store performance, measure marketing response).
2. **Wi-Fi Counting.** Basic Wi-Fi counting metrics are available e.g. outside traffic, visit duration, returning rate and traffic flow profiling. The counting radius is up to 50m.
3. **Staff Exclusion.** Staffs are excluded from counting just by clipping the Staff Exclusion Tag on the shirt with no infrared or any emission involved.

Advanced Functions

1. **Wi-Fi Hotspot.** Able to function as an internet router that provides smooth high-speed internet for connecting as free wi-fi hotspot.
2. **PA System Functionality.** Compatible with all standard powered speakers, broadcasts promotional messages on the product when customer interacts with the shelf display.
3. **In-Store Analytics/ Large Area Tracking.** Views of multiple counters can be combined and stitched to continuously track each visitor's entire journey through the store.
4. **In-Store Kiosk Integration.** Integrates with Magic Mirror to perform interactive advertisement, brand promotion, virtual makeup/dressing and loyalty card kiosk.
5. **Real-time Occupancy Tracking.** Track the number of visitors in a building at any given time along with smart display with live occupancy update. Alert staff when occupancy limit is breached.
6. **GPIO Functionality.** Integrate occupancy counting with all entrances and exits. If the occupancy level is reached, it will automatically close the door to prevent more customers from coming in.

FootfallCam 3D Max™

DIMENSION

Device	250mm (W) x 45mm (D) x 31mm (H)
Packing	255mm (W) x 210mm (D) x 55mm(H)

WEIGHT

Device	0.6 kg
Packing	1.02 kg

CAMERA

Resolution	2x5 MP
Illumination	Minimum 300 lux
Lens Degree	160°, 65° and 55° (Versatile ceiling height suitability for most installation environment)
Output	5MP omni-vision 5647 camera modules
Frame Rate	15 fps (Live stream will only display 320 x 420 resolution to reduce bandwidth for FootfallCam verification purpose)

LEDS

LEDs troubleshooting for device status.

CASING

Made by Aluminum oxide alloy.

IP RATING

IP31

POWER

Power over Ethernet	47V DC, 012A (6W)
Cabling	Cat5, Cat6

THERMAL CONDUCTIVITY

235W/mK

STORAGE

Micro SD, 8 GB memory

IDEAL MOUNTING HEIGHT

2.5 metres – 9.0 metres (Based on product variations)

IDEAL ENVIRONMENTAL

Operating environment	Temperature 10°C to 45°C, Humidity 10% - 90%
Storage environment	Temperature -40°C to 80°C, Humidity 10% - 95%

TRACKING TECHNOLOGY

3D-Spacing Mapping Video Tracking Technology and background removal on static object.

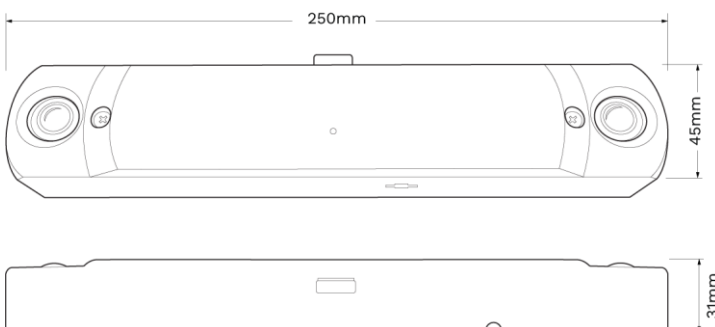
FIRMWARE FEATURES

Auto firmware upgrade. Dual operating system, hardware watchdog, multicore processor.

ORIGIN

Made in the UK.

For more information about FootfallCam software, kindly refer to [FootfallCam Analytic Manager v8 datasheet](#).



POWER UNIT SPECIFICATIONS

Power Over Ethernet	Yes (IEEE802.3at)
PoE Mode	Mode B
Consumption	5w
AC input	110V – 240V, 50/60Hz

FIRMWARE SPECIFICATION FOR DEVICE LEVEL

Interface	Http; Https
User Level	2 levels: Administrator, Standard User
Operating System	Footfall Counter OS
Ethernet	10/100 Mb Ethernet
Data Delivery	TCP/IP
Database Type	SQLite
Report format	csv, .xml, .txt
Data Storage on counter level	Hourly Data: 300 days; Raw Data: 7 days; Wi-Fi Data: 3 days
Data Backup	Yes
Firmware Feature	Dual Operating System, Hardware watchdog, Multicore processor

Coverage Table

Ceiling Height(m)	Coverage Area(m) (Horizontal FOV x Vertical FOV)	Lens Degree
2.5	2.60 x 1.96 m	160
2.6	2.89 x 2.15 m	160
2.7	3.15 x 2.35 m	160
2.8	3.40 x 2.54 m	160
2.9	3.67 x 2.74 m	160
3.0	3.94 x 2.93 m	160
3.1	4.20 x 3.13 m	160
3.2	4.46 x 3.33 m	160
3.3	4.72 x 3.52 m	160
3.4	4.99 x 3.72 m	160
3.5	5.25 x 3.91 m	160
3.6	5.51 x 4.11 m	160
3.7	5.77 x 4.30 m	160
3.8	6.04 x 4.50 m	160
3.9	6.30 x 4.69 m	160
4.0	6.56 x 4.89 m	160
4.1	6.82 x 5.09 m	160
4.2	7.08 x 5.28 m	160
4.3	7.08 x 5.28 m	160
4.4	7.08 x 5.28 m	160
4.5	7.08 x 5.28 m	160
5.0	5.36 x 3.99 m	65
5.5	6.12 x 4.56 m	65
6.0	6.89 x 5.13 m	65
7.0	8.42 x 6.28 m	65
8.0	7.24 x 5.39 m	55
9.0	8.35 x 6.22 m	55

Notes:

- For mounting height >9.0m, you are recommended to use drop pole when installing the counter to the acceptable range or please contact sales@footfallcam.com for alternative model recommended for this use case.