

## VIDEO CONTENT ANALYTICS

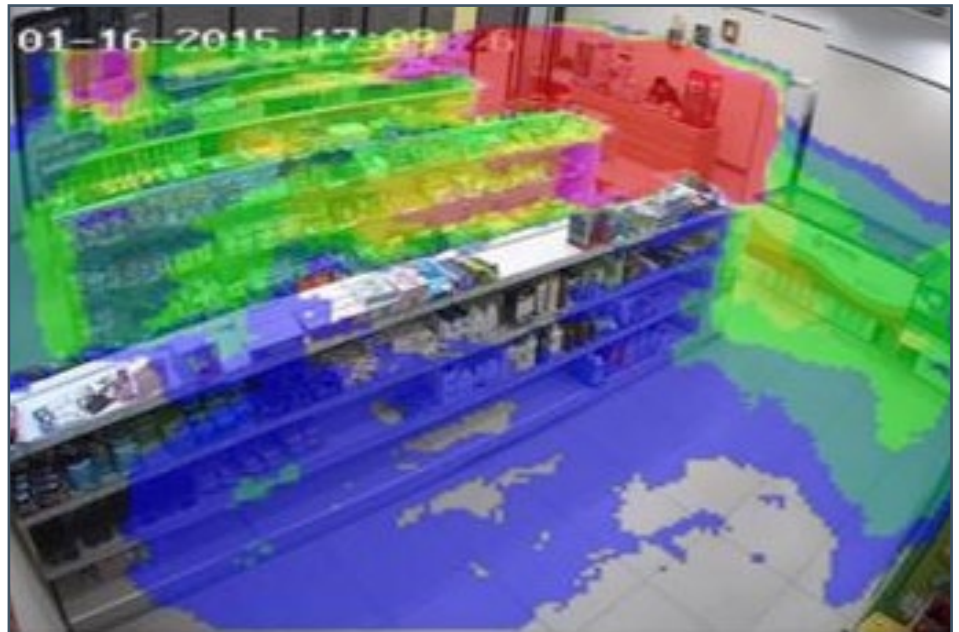
# Heat Map



The Heat Map feature provides a graphical representation of customer motion and dwell time in a defined area over a period of time. Data can be represented in two ways: 1) an overlay of a spectrum of colors on the video image of the area, with red indicating the highest trafficked areas and blue the lowest trafficked areas; and 2) a 2-dimensional graph.

Heat Map is ideal for applications such as:

- Identifying store hot spots, dead areas and bottlenecks
- Optimizing store performance and improving customer service
- Determining which products customers are engaging with and the resulting purchase trends, to optimize product placement and merchandising strategies
- Seeing the impact of merchandising changes on customer flow, sales, average revenue per square foot and more



### Applications

- ▾ Bars
- ▾ Big Box Stores
- ▾ Boutique Retail Stores
- ▾ Convenience Stores
- ▾ Grocery Stores
- ▾ Home Improvement Stores
- ▾ Hotels
- ▾ Liquor Stores
- ▾ Retail Stores
- ▾ Theme Parks
- ▾ ...and more

### Features & Benefits:\*

- Easy setup to create up to eight virtual regions within the camera's field of view
- The Arming Schedule allows you to set up a schedule for when Heat Map is enabled
- Easily configure Heat Map parameters to filter map data, including:
  - Detection Sensitivity - Determines the sensitivity of the camera to identify a target
  - Background Update Rate - Adjusts the rate at which a new scene replaces the previous scene
  - Scene Change Level - Sets the level at which the camera responds to movement, such as a swaying curtain
  - Minimum Target Size - Adjusts the size of the object the camera identifies as a target, to prevent false alarms and/or event triggers

*\*The Heat Map feature is available only with specific Alibi cameras, including Alibi fisheye cameras*