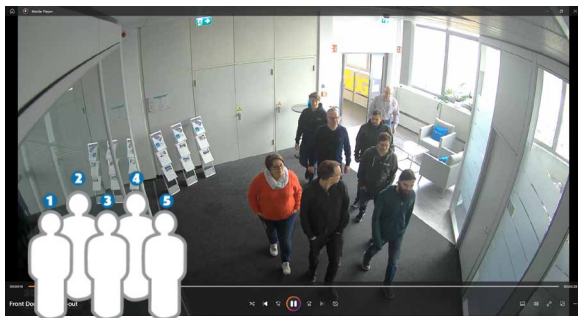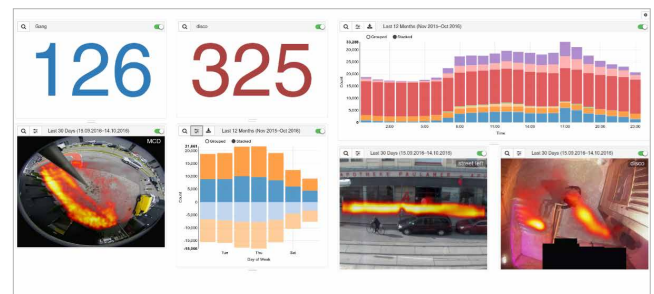# People and object counting

Real-time insights about occupancy and movement

With HxGN dC3 Video | Analytics, enhance your operations with cutting-edge video analytics for people and object counting. It's a powerful tool designed to optimize efficiency and accuracy in various environments. Whether you manage a retail store, a transportation hub, or a large public space, Hexagon's advanced video analytics solutions provide precise, real-time data that empowers you to make informed decisions.

This analytics functionality is designed for reliable and robust people and object counting, complemented by extensive statistical analysis, visualization and reporting capabilities. It is an easy to set up, cost-effective solution and can be added to existing cameras, with both angled and top-down fields of view.

HxGN dC3 Video | Analytics
powered by SAIMOS

Use cases

Retail and transportation

- Improve product placement, store layouts and enhance overall shopping experiences

- Adjust staffing levels based on real-time data to ensure customer satisfaction

- Monitor people flow and reduce congestion in malls, airports, train stations and bus terminals

- Enhance safety for travelers and customers

Corporate building and event management

- Detailed analysis of visitors/attendees frequency in real time, e.g., to optimize seating arrangements

- Frequency-dependent facility management

- Understand staff and measure usage of common areas such as conference rooms, etc.

- Ensure compliance with safety regulations during concerts, sports events and conferences

Key features

Triggers

- Object type

- Enter/exit

- Zone (zone full/empty)

People counting

- Each channel can contain any number of counting zones

Dashboards and reports

- Summary of all evaluation modules in a customizable overview

- Create reports that get saved automatically or sent via email to any number of recipients

Occupancy and heatmap

- Each channel can contain any number of counting zones

- Full flexibility through elegant area system

- Modern and flexible statistics with a wide range of filter options

Discover also more video analytics scenarios:

| **hxgnsecurity.com**

Hexagon is the global leader in digital reality solutions, combining sensor, software and autonomous technologies. We are putting data to work to boost efficiency, productivity, quality and safety across industrial, manufacturing, infrastructure, public sector and mobility applications. Our technologies are shaping production and people-related ecosystems to become increasingly connected and autonomous – ensuring a scalable, sustainable future.

Hexagon's Safety, Infrastructure & Geospatial division improves the resilience and sustainability of the world's critical services and infrastructure. Our solutions turn complex data about people, places and assets into meaningful information and capabilities for better, faster decision-making in public safety, utilities, defense, transportation, government and physical security.

Hexagon (Nasdaq Stockholm: HEXA B) has approximately 24,000 employees in 50 countries and net sales of approximately 5.2bn EUR. Learn more at hexagon.com and follow us @HexagonAB.

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