



# TRASSIR NEURO COUNTER

Exact automatic count of objects

# TRASSIR<sup>®</sup>

CCTV ECOSYSTEM

5in1

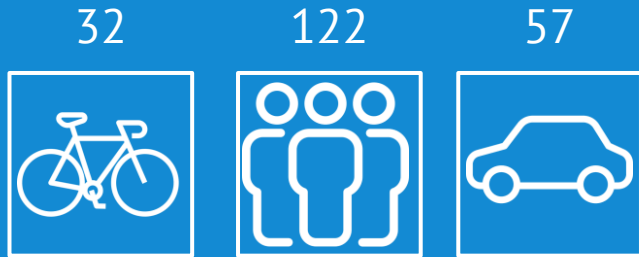


TRASSIR's flagship product is TRASSIR CCTV ecosystem consisting of 5 elements having deep integration among themselves:

- TRASSIR VMS
- Intelligent video analytics
- VSaaS TRASSIR Cloud
- IP-cameras
- TRASSIR NVRs.

All these elements can be connected to the cloud and combined using TRASSIR Cloud into one integrated video surveillance system.

## TRASSIR Neuro Counter | DESCRIPTION



### **TRASSIR Neuro Counter**

Intellectual video analytics is designed to count unique detected objects: people, cars and bicycles.

# TRASSIR Neuro Counter | SOLUTIONS

TRASSIR Neuro Counter is based on neural networks allowing to detect objects on video with a very high accuracy.

**Animals**



**People and transport**



**Hardhats**

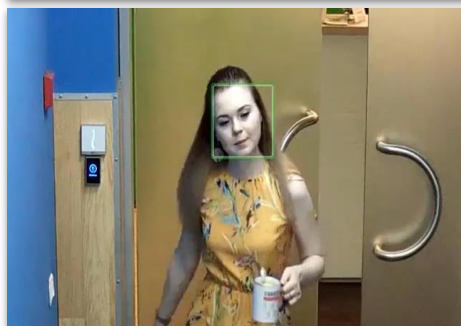


**Засветка камеры**



**Sabotage**

**Facial recognition**



**Uniform color**



It uses object tracking mechanism to count unique objects and analyze movements.

## TRASSIR Neuro Counter | SOLUTIONS

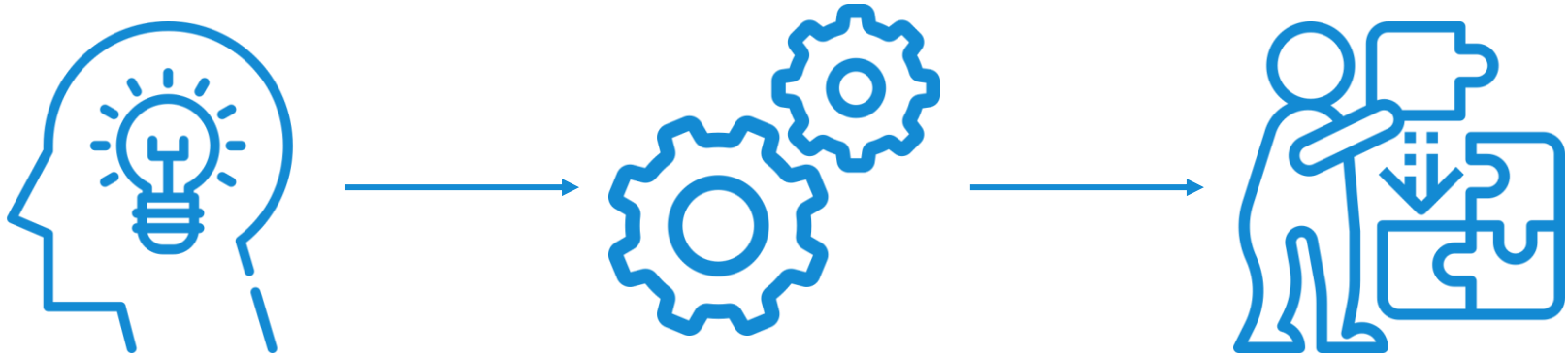
It allows you to count objects crossing the targeted line.

Operator may define up to 16 lines on the screen to be used for movement analysis.



## TRASSIR Neuro Counter | SCRIPTS

**TRASSIR Neuro Counter** allows you to improve basic functionality by use of **Python** scripts.



It allows you to exclude the employees from counting (based on the uniform color).

## TRASSIR Neuro Counter | USE CASE

### CASE No 1: Measuring outdoor advertising effectiveness

#### Issue:

Manager of the store needs to change shop window dressing. There is a need to assess whether it will increase the percentage of people who walk along the street and decide to enter the store.

#### Solution:

By means of boundary lines in Neuro Counter it is specified when a person enters the store or passes by without entering.

Video analytics measures the number of visitors entering and leaving the store and number of people passing by. The client will receive a report with these metrics.



## TRASSIR Neuro Counter | USE CASE

### CASE No 2: Conversion analysis

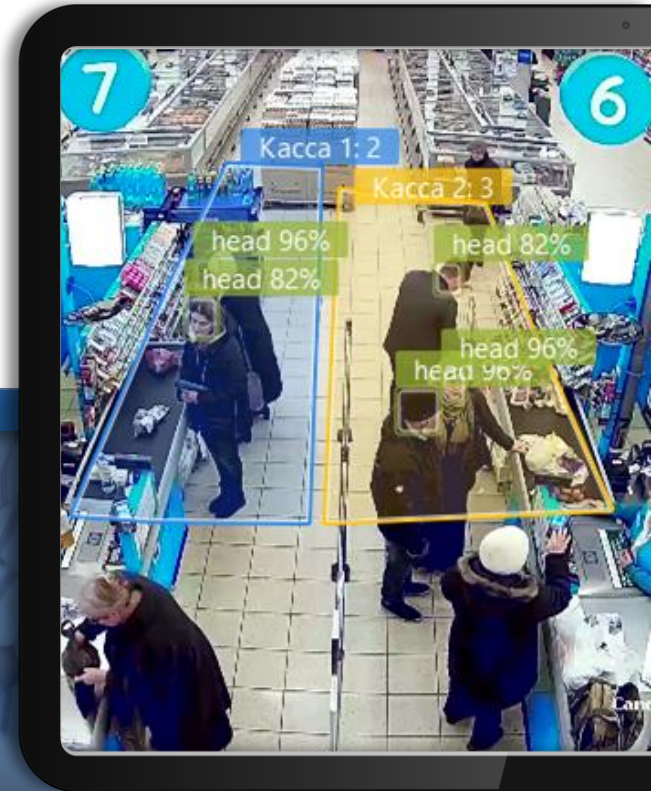
#### Issue:

There is an intellectual video analytics for cash operations supervision ActivePOS installed in a big supermarket.

The client needs to analyze conversion. For this purpose it is needed to know the total number of visitors and the number of purchases made.

#### Solution:

The entries to the supermarket are defined by the lines. Sales Conversion report is connected to Business Analytics module which receives data from Neuro Counter and from ActivePOS system.





# TRASSIR Neuro Counter | USE CASE

## Case No 3

Traffic count for Safe City project

### Issue:

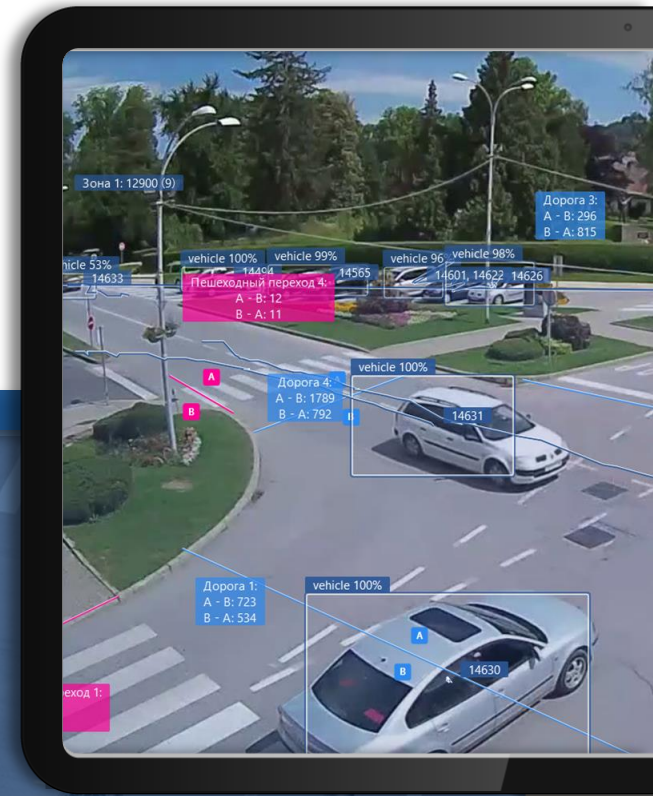
Cameras are mounted at the intersections as a part of Safe city project.

The number of cars going each direction a day is to be determined.

### Solution:

A separate line is determined for each traffic lane in Neuro Counter. Car detection mode is chosen.

The client receives a report on a number of cars going each direction.



# TRASSIR Neuro Counter | USE CASE

## Case No 4

### Counting permitted number of the store visitors during COVID-19 pandemic.

During coronavirus pandemic it is necessary to keep track of how many people are in the store to reduce risks of COVID-19 transmission. Therefore, security staff and workers in charge have to make a decision whether to admit visitors inside the store or ask them to wait to be admitted.

A special scrip for Neuro Counter intellectual video analytics was developed to meet this challenge. It allows you:

1. To count visitors on-line. A real-time display of information on number of visitors entering and exiting the store.
2. To display information on current number of visitors inside the store on mobile phones/monitors.
3. To register an alarm event if the number of visitors exceeds the permitted maximum capacity. The alarm event is accompanied by a sound signal and the numeric value turning red.
4. To set the counter readings to zero upon closing the store.

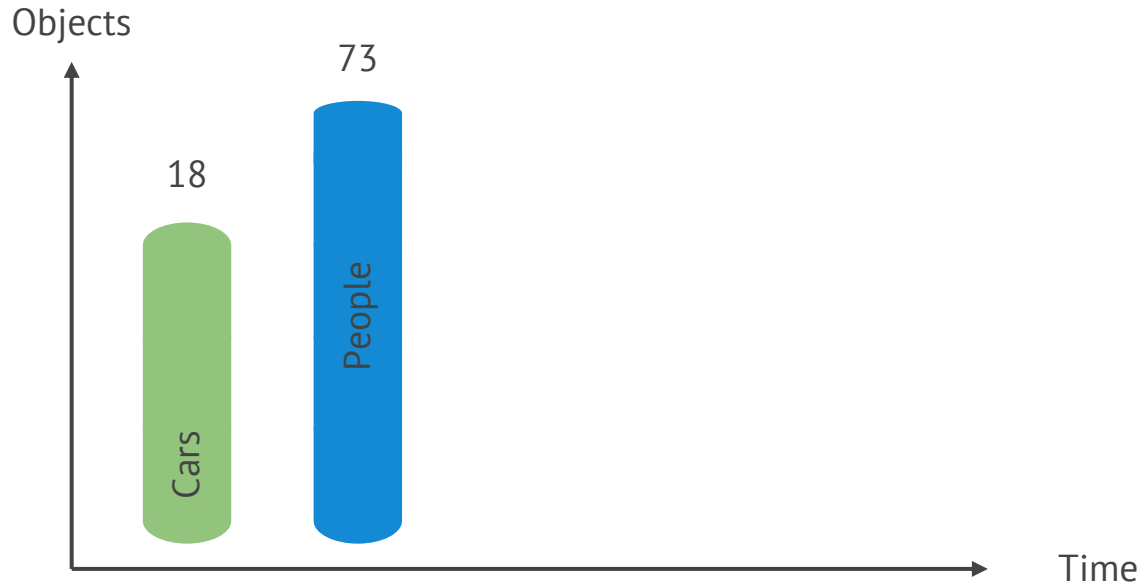
Having received the real-time information people in charge make necessary decisions: ask the visitors to wait for a while to enter or otherwise solve the overcrowding case (e.g. employees start attending to the customers faster). These measures help to reduce the risk of disease transmission. And since the company is being socially responsible it encourages customer loyalty.



## TRASSIR Neuro Counter | REPORTS

TRASSIR Neuro Counter allows

- to create diagram reports on a number of objects for a given period of time;
- offload column report for further processing.



## TRASSIR Neuro Counter | TRASSIR NeuroStation

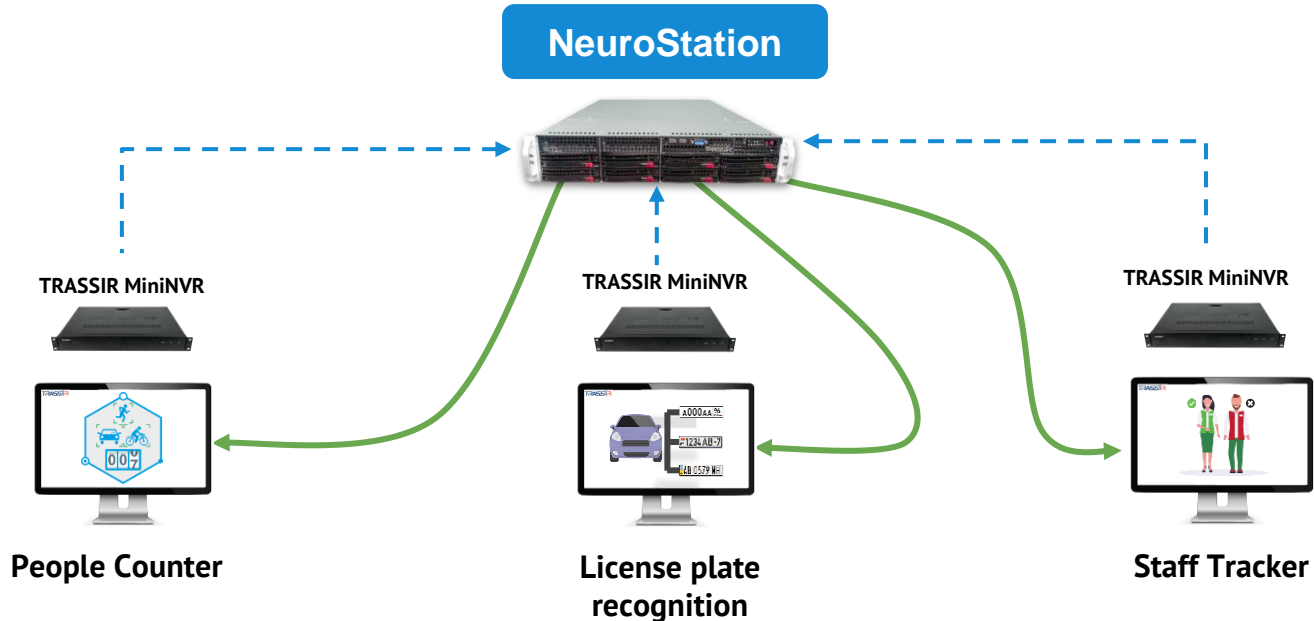
TRASSIR Neuro Counter runs on TRASSIR NeuroStation line.



## TRASSIR Neuro Counter | FEATURES

TRASSIR Neuro Counter supports Offload-analytics.

You can connect several NVRs to **TRASSIR NeuroStation** to get all the features of neural video analytics.



**TRASSI**®

**CCTV ECOSYSTEM**