



Technology Overview

The sensor uses thermal-sensor fusion in order to classify the foot traffic in your location.

This thermal-imaging technology is paired with machine-learning algorithms that optimize the sensor for retail conditions.

We train our algorithms in a vast array of different operating conditions so that accuracy is consistent across your deployments.

Classification of the number of people, direction of travel, and ignoring other items like shopping carts is all done on the sensor in real time.



How often does the dashboard update?

The sensors will update your dashboard every hour; therefore, under normal circumstances there is up-to a 1 hour latency on your dashboard . A user may view data aggregated in hourly, daily, weekly, or monthly intervals on the dashboard. Using the API, your systems can tabulate the data at an interval as low as 15 minutes.

Does the sensor count ingress and egress?

While our sensor understands the difference between ingress and egress in your retail store, the algorithm will choose which is best to report for your retail location based on the operating conditions of the location. If your use case requires a specific direction of travel please contact our team to understand how this may impact the accuracy of the data collected at your location.

Can you exclude store employees from the counts?

Due to our sensor's focus on preserving the customer's privacy, the sensor is unable to discern a store employee from a customer. We find in most retail conditions this does not impact the data in a meaningful way.

Does the sensor count children?

In typical operating environments, the sensor counts individuals that are above 4 feet in height, therefore most children are not included in the foot traffic data.

