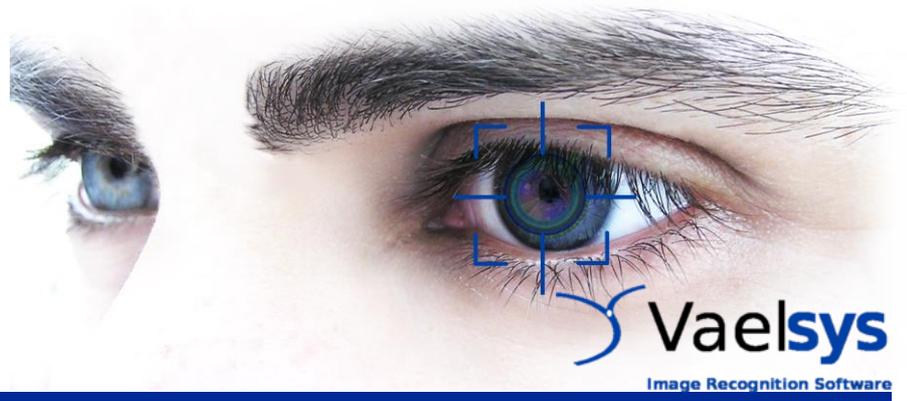


# ViFence HeatMap



HeatMap is a video processing software module designed for ViFence solutions that provides images showing activity levels of a scene during a period of time. With this module you obtain full-color images representing 'hot' areas with more activity and 'cold' areas with less activity. The "heatmap" videos are an easy-to-configure and user-friendly tool to analyze people's behavior.

## **What are the HeatMap applications?**

ViFence HeatMap is easy to use and it generates information useful to:

- Store layout design analysis
- Store layout testing and optimal analysis
- Customer traffic pattern.
- New product impact analysis
- Analyze the impact of a marketing campaign
- Define problematic areas.



### Key Features:

- Integrated Analysis in Stryker platform.
- Ready to work, configuration is optional.
- A “heatmap” image is created each time, summarizing the activity that took place during the period configured.
- Configurable time of analysis.
- Map reset can be configured (every hour, every 4 hours, 8 hours ...) Data is store up to 24 hours to create maps.
- Real time visualization.
- Configurable interest areas
- Two different kinds of map are available for better visualization:
  - Full range of colors is used for every image (from black to white) – Instant Map
  - Full range of colors is used for the entire period (useful to compare maps of different moments) – Period Map

### Requirements:

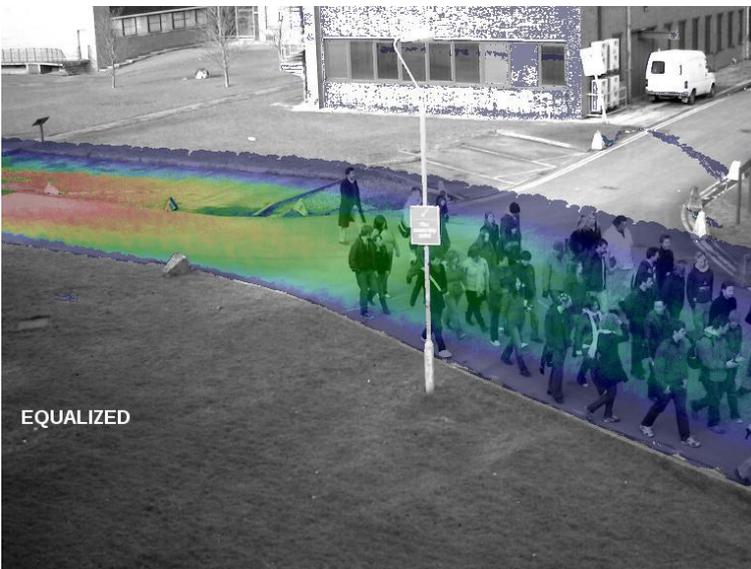
ViFence Stryker

### Installation recommendations:

- The camera should cover as much ground as possible, trying to avoid occlusions
- Mounting cameras in the ceiling is recommended. Avoid frontal position since occlusions are maximum that way.
- Avoid moving elements, shadows, doors etc because they will heat up their area.

### Integration:

- Compatible with the data exploitation module to generate activity reports.
- Compatible with the integration module to export images.



\* Instant map



\* Period map

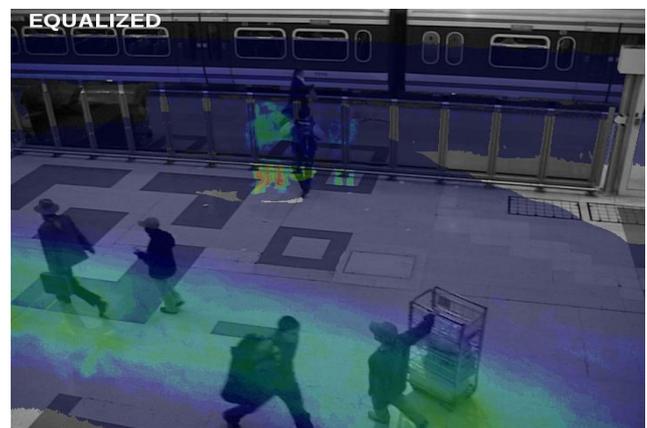


## How does it work?

- ◆ HeatMap analyzes the scene movement to determine the higher activity areas and it represents this information through a color scale; from black/blue (little activity) to white/red (maximum activity).
- ◆ The system will only measure the activity of those areas visible. That is why we must avoid occlusions (if an object covers part of the scene, the activity of the area covered will not be registered).
- ◆ HeatMap can automatically start running. However you may want to check reset frequency (every hour, 8 hours, or every day). When reset is achieved, the heat maps will freeze, losing all the previous activity.
- ◆ Additionally you can configure the system to generate a new “heatmap” image every certain time configurable, storing it as an event.
- ◆ Simultaneously a real time video can be record in “heatmap” format.
- ◆ The lack of transparency option allows the visualization in the same video of the visible spectrum and the activity in “heatmap” format.
- ◆ There are two options to visualize the “heatmap”: instant and period. The difference is in the way they use the colors. The instant maps are best to visualize traffic during a period of time (p.e from 9h to 10h). The period maps are best to compare two different periods (p.e from 9h to 10h and from 10h to 11h).



\* Period map



\* Instant map



\* Real time image