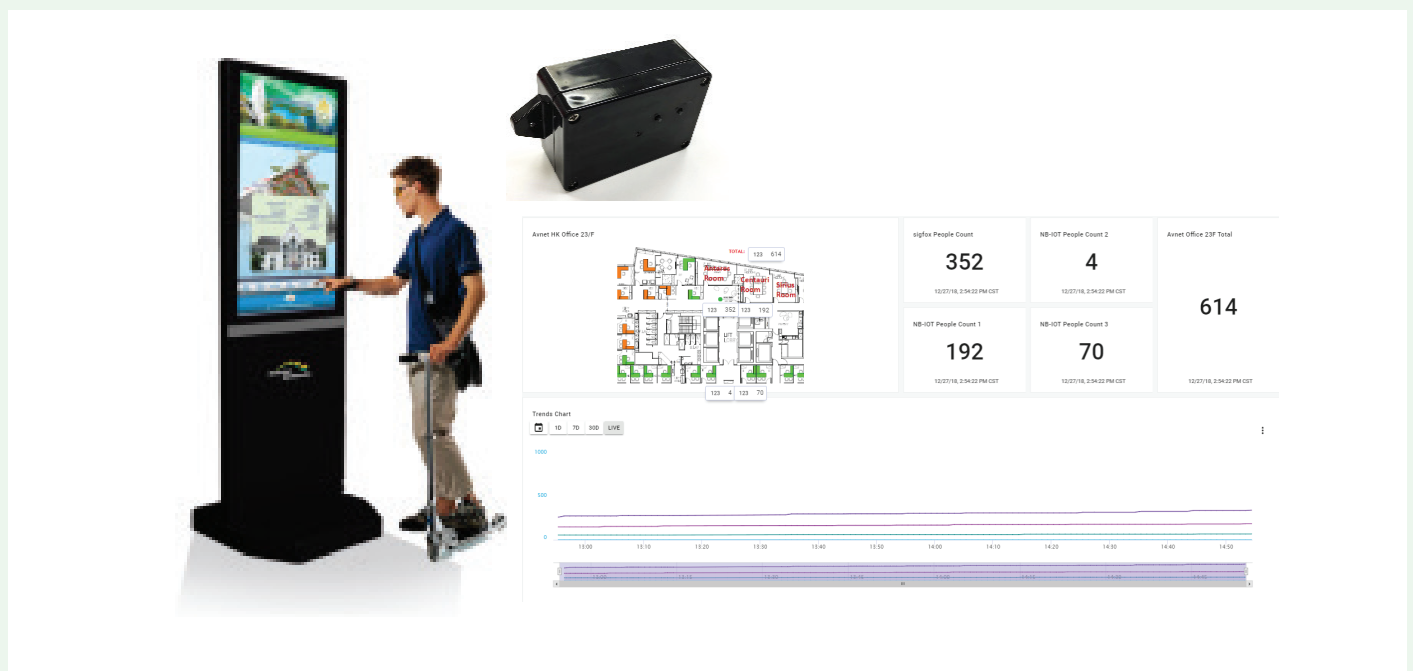# People Counting Solution

Overview

People counting and occupancy are new IoT-based applications. With increasing privacy concerns, camera deployment faces more limitations than before. Radar presents itself as a more effective and lower-cost option for people counting, while removing associated privacy concerns.

Avnet's people counting system leverages radar technology which performs well in people count, occupancy and motion tracking such as interactions and activity classification.

Features

· Measures the number of people passing the specific devices like digital signage machine, downlight, etc.
· Accurate measuring sensor advertising insights by 24GHz Radar
· Data consolidated and sent to the cloud by NB-IoT technology
· Data analytics services to generate advertising insights

Systems

· Radar module
· NB-IoT module

Target Applications

· Digital signage
· Customer engagement system
· People control system
· People counting
· Crowd management
· Smart retail