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HEADCOUNT

# Oculus

## YOUR EYE IN THE SKY

Oculus is a highly accurate, cost effective and aesthetically pleasing people counter. Oculus is Nortech's advanced retail traffic counter with imaging optics, onboard processing and interfacing electronics all contained within a sleek moulded plastic housing. The Oculus unit is a monocular camera based system that captures video from overhead and processes it to count the people by utilizing a patented pattern recognition algorithm. The onboard processor seamlessly connects the Oculus to the HeadCount network via an uplink port or to the Internet via a wired or wireless Ethernet uplink. The downlink port facilitates downstream connectivity on the HeadCount network.

The elegant design complements modern commercial and retail spaces. The overhead counter is ideal for narrow passages or store entrances with moderate visitor traffic flows where maximum performance is required.

Oculus delivers key metrics such as total visitors, store conversion rates, flow rates, store occupancy, dwell time, visitor spin, traffic per labour hour ratios and many more.

### FEATURES

- Greater than 95% accuracy per 200 people sample
- Bi-directional visitor counting
- High accuracy, low cost counter
- Non-intrusive and aesthetically pleasing device
- No PC required for standalone solution
- Seamless integration onto the HeadCount network
- Powerful detection and pattern recognition algorithms
- Single counter can cover a width of up to 6 metres
- Battery backup in the event of network power loss
- Built in diagnostics
- Quick setup device



### COUNTING APPLICATIONS

Oculus is intended for customer counting in: Retail, Casinos, Banks, Hotels, Museums, Galleries, Libraries, Convention Centres, Offices and Tower Blocks and Smart Buildings

### COUNTING SOLUTIONS

**Standalone:** Intended for individual store owners who wish to accurately measure foot traffic in their retail shop.

**Networked:** Intended for retail chain owners who wish to measure foot traffic across their entire retail portfolio.

**Integrated:** Intended for shopping centre owners who wish to expand their HeadCount backbone by measuring foot traffic at every store throughout a shopping centre.

**Master-slave:** Intended for passages wider than a single unit's supported ground coverage. Cooperatively uses up to 6 units to count a single passage of up to 33m wide (Only supported over ethernet).

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## TECHNICAL DATA

### PERFORMANCE

Accuracy > 95% per 200 people sample

Maximum flow rate 15 people per minute

Minimum Illumination 2 Lux (ambient)

#### STANDARD MOUNT MODE:

Minimum Height 2.4m

Maximum Height 4.5m

Coverage Area 2.8m at 2.4m mounting height  
6.7m at 4.5m mounting height

#### HIGH MOUNT MODE:

Minimum Height 4.5m

Maximum Height 8.0m

Coverage Area 3.0m at 4.5m mounting height  
6.0m at 8.0m mounting height

#### MASTER-SLAVE:

Maximum unit count 6

Coverage Area 9.7m for 6 units at 2.4m mounting height  
33m for 6 units at 4.5m mounting height

### MECHANICAL

Housing Plastic ABS

Dimensions 120mm x 50mm

Weight 200g

Mounting Two fixed slots in base

### ENVIRONMENT

The Oculus counter is intended for indoor counting applications.

Operating Temp. +10°C to +50°C

Storage Temp. -10°C to +60°C

### COMPLIANCE

Standards CISPR22 and CISPR24 IEC61000-4-2,  
IEC61000-4-3, IEC61000-4-4, IEC61000-4-5,  
IEC61000-4-6, IEC61000-4-11

### ORDERING INFORMATION

Contact info@headcount.com for the correct  
solution for your specific application



Oculus Housing

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