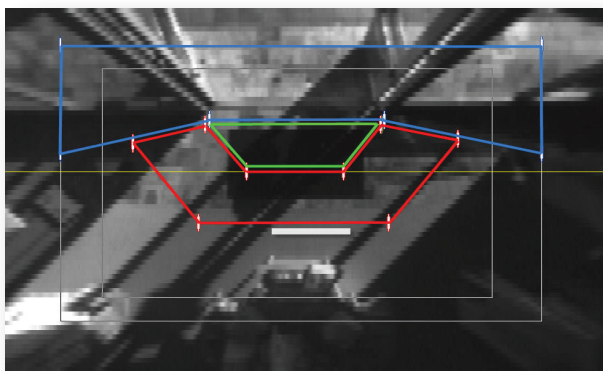# Orbit 5™ Technology | The future in traffic counting.

The most accurate and popular customer traffic counter in the industry, ShopperTrak's Orbit 5™ utilizes two on-board video sensors with high speed processing components to unobtrusively track customers' movements.

Orbit 5™ provides the precise data on customer entrance and exit activity that allows your business to make the strategic decisions necessary to improve store performance.

Orbit's technology features the ability to distinguish between incoming and outgoing shopper traffic, count side-by-side traffic, and groups of people.

It can differentiate between adults and children, and will not count shopping carts or strollers. Additionally, Orbit time-stamps each record, enabling the breakdown of data into any desired time increment.

Overhead footage captured by ShopperTrak's Orbit 5 technology.

Why Count Traffic?

➤ ShopperTrak's clients use traffic data to:

➤ Measure and improve their Conversion Rates – the percentage of shoppers who make a purchase

➤ Staff their stores to meet the traffic, or opportunity, that is arriving in each location

➤ Measure the effectiveness of marketing campaigns and promotions

What Sets ShopperTrak Apart

➤ World leader in traffic counting technology – over 50,000 devices installed

➤ Turnkey installation services available worldwide

➤ Embedded counting technology – all image processing and data capture takes place on-board. Does not require installation of a PC or server at each site

➤ Remote Support Capabilities – Orbits are configured and remotely monitored for data accuracy and consistency from our global headquarters located in Chicago, Illinois

➤ Flexible web-based or extract-driven reporting options

➤ Real-time data collection capabilities

➤ System Management Services – ShopperTrak collects, hosts and reports traffic data, and optionally customer POS and labor information. Data is continually monitored for accuracy and completeness

➤ Information Products – Labor Planning Software, Traffic Indices and Forecasts, available exclusively to ShopperTrak clients

Counter Characteristics

➤ Embedded technology – requires no additional server or PC

➤ Unobtrusive, tamper-resistant overhead mounting

➤ Stereo machine-vision image processing – measures the height of each object in the scene, will not count children, carts or strollers

➤ Effective tracking in extreme lighting conditions

➤ Supports multiple, configurable counting zones

➤ TCP/IP, modem or serial-based communications

➤ Measures 4 ½" x 4 ½" x 1 ¼" (11.4 cm x 11.4 cm x 3.2 cm)

➤ DVR (video) and snapshot recording capabilities

➤ Remote configuration support

➤ Industry-standard Cat-5 cabling for power and data connectivity

➤ Very low power consumption supplied over Cat-5 wiring

➤ In case of power loss, data is protected for three months - configuration information preserved indefinitely

➤ CE certified and RoHS compliant