

Counting Matters: Casino Edition

The People Counting Value

Knowing and understanding the patterns and trends of visitors on a day to day basis forms the platform for measuring the performance of a casino investment. Nothing else can determine or confirm prior to this point and is thus fundamental in evaluation of the general performance of the casino as a whole.

The people counting system is completely different to anything else offered by traditional industry suppliers. Situated at ankle height, the counter records patterns as people traverse the area of influence. This is achieved by a high precision sensory function, which is reliable even in adverse conditions. Included in the data stream, is highly accurate time stamp information provided by the onboard system clock. This is essential in providing synchronized real-time counting results. The onboard processing unit on each counter segments these patterns and extracts them. The features are then processed by a highly sophisticated neural network, which emulates the human brain and has been trained to only count people. Counting performance is thus unaffected by push carts, shopping trolleys, pets etc.

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IdentiPark: Parking Guidance System

IdentiPark has been called "the GPS of the parking world" and for good reason: just as the most up-to-date technology in a GPS can direct and guide you along the most convenient route to your chosen destination so too does IdentiPark direct and guide you to the most convenient available parking space in the parking facility. It has become evident that to ensure the highest possible occupancy, optimal space utilization and provide a stress-free pleasurable environment for parking customers, it is necessary to manage the movement of vehicles within these facilities.

What elevates IdentiPark is that it has the ability to pinpoint vacant parking spaces and directs drivers effortlessly and in the shortest amount of time to the most convenient parking spaces. Operating to pinpoint vacant parking spaces and direct drivers effortlessly and in the shortest amount of time to the most convenient parking space. Operating off a low voltage power base, with minimized installation costs and improved safety makes it most attractive, while useful energy-saving modes become active during times of low occupancy.



Advanced People Counting Solutions for Casinos

The people counting system provides for greater opportunity to increase revenues by offering insight into levels of visitor trends not provided by standard counting systems. It is in this analysis and presentation of data that the System creates a tremendous amount of value when the data supplied is appropriately interpreted and implemented. In each newsletter, we will be highlighting a key report that is created through the use of the people counting system.

Conversion Rate

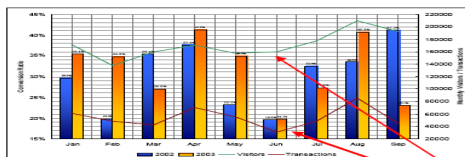
When the casino gross income is incorporated into the system, dynamic reports on actual conversion ratio and average spend per visitor are calculated.

The functionality of the report is to provide insight into the browse and entertainment ratio of all who visit the site.

From the data produced it is clear how many visit the site for other reasons other than gaming and what potential exists to convert non-gaming visitors into players.

The example below shows a very low conversion ratio and large potential for increased revenue through staff training, better facilities or access.

If sales data is incorporated into the system the actual spend of the visitors can be calculated. Knowing this information provides for opportunity to increase the "spend per head" which will ultimately affect the bottom line revenue.



The example above shows a very low conversion ratio and a large potential for increased revenue through staff training, better facilities or access.

For further information on the people counting system, please contact us:

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