



A1 Counting Solutions Quarterly Newsletter

Counting Matters

Contact us: www.headcountsystems.com
 (905)669-4095 or toll free 1(800)563-0698

We are proud to introduce our first quarterly newsletter to keep you updated on the latest traffic counting news!

Recent HeadCount Projects

- Ikea Inaloo (Australia)
- Holt Renfrew Centre (Toronto, ON Canada)
- Stone Road Mall (Guelph, ON Canada)
- Square One Shopping Centre (Toronto, ON Canada)
- City Mall Beijing (China)
- DLF Shalimabarg (India)
- Serravalla Scrivia (Italy)
- Bega Shopping Centre (Romania)
- Mall of Daharan (Saudi Arabia)
- Cape Town International Airport (South Africa)

Recent IdentiPark Projects

- Cavendish Square (South Africa)
- Grand Century Place (China)
- Welham Street (United Kingdom)

Did You Know?

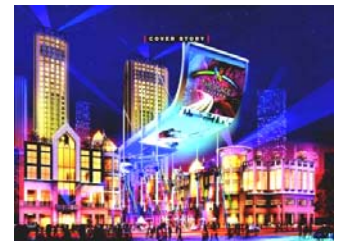
HeadCount Systems offer more than just a counting solution, but a system with tools to interpret foot traffic in relation to sales and marketing spend. By providing data with integrity users can measure both long and short-term performance of their retail businesses, beyond just sales, to make the wisest possible decisions.

HeadCount Continues to Expand Globally

HeadCount has become the leading system for people and vehicle counting in the shopping centre industry. HeadCount have recently completed their 350th installation. Recent projects include shopping centers all over the world with various sites in South Africa, Italy, Romania, Spain, India, as well as the prestigious mall in Beijing, THE PLACE.

The site in Beijing is an enormous complex which includes two office towers, a tremendous shopping space, a massive outdoor boulevard, a large function hall, as well as two amazing rooftop gardens. The HeadCount System was chosen to be installed at this very prominent shopping centre.

The increased use of HeadCount in shopping centers is due to the fact that customers can rely on the high accuracy of the HeadCount System. The oldest running HeadCount site is Tygervalley Shopping Centre in Cape Town, South Africa. The system was installed in November 1998, with the original counters still running today.



THE PLACE in Beijing, China

Introducing: IdentiPark

With IdentiPark, undercover parking spaces are monitored by individual sensors to establish if the space is occupied or vacant. This information is relayed to the central computer where it is processed and the location of the vacant parking spaces identified. The occupancy information is then relayed to motorists via intersection guidance displays, which direct the customers to available spaces.

IdentiPark benefits both facility management and their customers. IdentiPark reduces traffic congestion within the parking facility, decreases the time taken by the driver to locate an available parking space, thus increasing the maximum occupancy of the facility. This in turn reduces driver stress, decreases fuel consumption and most importantly increases revenue for the parking operator. International presence coupled to a high quality product makes IdentiPark the intelligent parking guidance system choice for so many parking facilities.

"I have looked at many suppliers of parking guidance systems, before I decided on IdentiPark. Many factors made the choice an easy one for me including: low power consumption, ease of installation, flexibility in design and the whole 'green' concept adopted by Nortech International in the design of this system.

(Mr. Benjamin Gan, Managing Director GIB)