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A1 Counting Solutions Quarterly Newsletter

Counting Matters

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

IdentiPark Update

IdentiPark has been chosen to be installed in the under-cover parking of the National Stadium in Beijing. The National Stadium will be central in the Beijing 2008 Olympics. IdentiPark offers benefits for all, from a stress-free and user friendly environment for drivers to maximised occupancy which relates directly to increase in revenue and profitability for the facility. One of the most challenging issues that faces the organisers of the Beijing 2008 Olympics is the high pollution levels in and around Beijing. By directing vehicles to nearest convenient available parking space, IdentiPark ensures that toxic emissions are kept to a minimum. This is coupled with fewer vehicles meandering throughout the facility looking for that elusive parking space.



Did You Know?

In a recent comparison with the competitor, IdentiPark would consume only 25% of the powered requirements than that of the competitor. That amounts to a large cost saving of the electricity requirements that IdentiPark is able to offer its customers.

HeadCount Counts

The HeadCount System was developed specifically to enable clients to count people in a variety of situations. For example, through entrances, in buildings, passages, walkways and sidewalks. Unlike most other systems, HeadCount is not limited by environmental factors. It is able to count in light and dark situations, inside and outside, and in all weather conditions.

The system has also been designed to:

- Protect and preserve data, even in cases of power failures or computer crashes,
- Enable easy, safe, flexible and relatively inexpensive installation,
- Allow simple and easy expansion and system modification,
- Allow simultaneous local, regional and central gathering of data,
- Provide remote and continuous diagnostic monitoring, data integrity preservation, and fault rectification.

The HeadCount System is unique, represented in 18 countries, growing rapidly and has been verified as the most accurate counting system in the world with proven accuracy of 96% per 200 people. HeadCount Systems is competently supported by dedicated hardware and software engineering teams and service personnel.

Why Count?

The HeadCount System is beneficial to many industries, mainly the shopping centre and gaming industries where the numbers of people entering and exiting the facilities matter. The industries mentioned above clearly understand the linear relationship between foot traffic and sales. HeadCount Systems, in conjunction with certain innovative property owners and retailers, have been pioneering cutting-edge and scientific key performance indicators to further analyze and understand the relationships between foot traffic and other 'knowns' in a retail environment. Using 'knowns' such as sales or marketing spend in conjunction with foot traffic, key performance indicators currently used are average spend per shopper, conversion ratio, marketing spend per shopper, sales per square metre, shoppers per square metre, sales vs. campaign opportunity-to-see (OTS) and dwell time to name but a few.

"If you can't measure it, you can't manage it"
-Peter Drucker

Most facilities today are managed to the point where a few percentage points in margins and costs can make a significant difference. Without an accurate system, a few changes in percentage points can go unnoticed. Managing small change in a dynamic retail environment is critical to the success and livelihood of that facility. Accurately counting and understanding patterns and trends of visitors is key to measuring the effective increase or decrease in performance of the asset and its management as a whole. It drives objective based decision-making. No longer can measurement tools be perceived as "nice to have" when they give critical insight into the centre micro-dynamics and form part of the evaluation of the asset as a whole. Visibility to change in the ever-changing retail environment allows for opportunity to capitalize on a potential that exists, which is only possible when visible, measured and managed.