



Issue 3 - November 2008

## A1 Counting Solutions Quarterly Newsletter

# Counting Matters

Please visit our newly improved website: [www.a1countingsolutions.com](http://www.a1countingsolutions.com)  
Contact Us: (905)669-4095 or toll free 1(800)563-0698 or [sales@a1countingsolutions.com](mailto:sales@a1countingsolutions.com)

### IdentiPark Update

A1 Counting Solutions has been awarded the project at Yorkdale Shopping Centre. IdentiPark is currently being installed and will be functional by early 2009. The IdentiPark system will ensure customer satisfaction because it will guide customers quickly to areas where parking spaces are available.



### Did You Know?

In addition to counting people, the HeadCount system has also been designed to discriminate between humans and other objects. Counting performance and accuracy is therefore unaffected by push carts, shopping trolleys, pets, etc.

## ICSC Canadian Convention

We are pleased to announce that A1 Counting Solutions Inc. promoted their products and services at the ICSC Canadian Convention which was held at the Metro Toronto Convention Centre on October 27-29, 2008. Along with A1 Counting Solutions' staff, Sales Manager, Colin Eustice from our product manufacturer, Nortech International, was in attendance to discuss and market existing, as well as new products in the traffic counting industry. Both the HeadCount system and IdentiPark system were highlighted. Thank you to all who visited our booth and showed interest in learning about the latest technology in the people and vehicle counting industry.

## Press Release: Meadowlands Xanadu

A1 Counting Solutions has been awarded the installation of the people counting system, vehicle flow counting system and parking management system at Meadowlands Xanadu. Meadowlands Xanadu is the ultimate sports, leisure, family entertainment and shopping complex in the United States. It is located near the Meadowlands Sports Complex in Northern New Jersey which is known to be one of the most dynamic and affluent regions of the country. This 4.8 million-square-foot, \$2 billion complex features five themed districts, Sports, Entertainment, Youth Culture, Food & Home and Fashion, providing a wide variety of experiences catering to different lifestyles, ages and interests. Meadowlands Xanadu will also offer a luxury hotel and office buildings. Installation of the systems at Meadowlands Xanadu will begin in late 2008. Grand Opening of the complex is scheduled for Summer 2009.

## Why Count?

In the quest for maximized return on investment, high levels of performance and efficiencies are prerequisites for every business. Every opportunity for growth needs to be embraced to ensure continued prosperity and sustained market share. To not capitalize on opportunity may lead to commercial suicide.

This need for maximized performance has driven the requirement for effective evaluation and in turn, has seen shopping centres around the world incorporating additional information into traditional evaluation methodologies in order to ensure their competitive advantage is maintained. Accurately counting and understanding patterns and trends of visitors has become a key aspect of performance evaluation where income is ultimately driven by "the spend" of those visiting. Counting, understanding and evaluating these movements is a fundamental aspect of measuring the effective increase or decrease in performance of the shopping centre and its related business as a whole. It drives objective based decision making.

No longer are measurement tools perceived to be "nice to have" when they are providing critical insight into the micro-dynamics of the venue and forming part of the evaluation of the asset as a whole. Visibility to change allows for opportunity to capitalize on any potential that exists, which is only possible when visible, measured and managed.