



# 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)

A1 Counting Solutions is proud to be sponsoring the ICSC Vancouver Lunch Program being held on January 29, at the Four Seasons Hotel. The topic for this event is upcoming 2009 consumer trends.

“Politics aint worrying this country one-tenth as much as where to find a parking space”

- Will Rogers

### Recent HeadCount Installations

- Montreal Eaton Centre, Montreal, QC
- Place Ville Marie, Montreal, QC
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### IdentiPark Installations in Progress

- Yorkdale Shopping Centre
- Meadowlands Xanadu

### Did You Know?

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.

## Why IdentiPark?

- Ensures a pleasurable and stress free parking experience
- Maximizes your profitability and revenues
- Ensures an eco-friendly facility
- Reduces illegally parked vehicles
- Develops a devoted customer base
- Instantly pinpoints available parking spaces
- Eliminates driver frustration
- Stops congestion
- Eliminates meandering
- Establishes a marketable reputation for efficient parking

## IdentiPark System Advantages

- Cost effective and flexible installation
- Cost effective industry standard CAT-5 cabling
- Various customized installation options
- Low power consumption
- "Sleep Mode" during periods of low occupancy
- Low supply voltage
- Automatic illumination control of all visual displays
- Back-up from a supplier internationally renowned for consistent reliability

## HeadCounts Competitive Advantage

Headcounts competitive advantage is in its being the Worlds most accurate automatic counting system. In developing the system the team needed a device that could detect peoples movements without circumscription. Different heights and sizes, light and shadow, speeds and direction have bedevilled counting systems based on visual, thermal and other means of detection. The Headcount team selected detection at angle height where there is a great degree of commonality for all ages, sizes and shapes of human beings and a lot more activity than, for example a torso. The greater the activity the more complex the detected patters of movement, the more distinctive and accurate the opportunity for counting. The Headcount counter has sensors that emit four laser like infra-red beams across a defined count zone. As a person walks through the count zone the pattern generated by the sensors is sampled. The pattern is then processed by the on board neural network that has been trained to recognize the number of people passing and in which direction. The system and its components were purpose built to enable clients to count pedestrian traffic through large and small entrances and open spaces e.g. entrances to buildings and malls, passages & key points inside buildings, walkways and sidewalks, on station platforms. Neural network and laser technologies were combined to enable Head-Count to count in light and dark situations, inside and outside, in all weather conditions and during power-downs and blackouts, unlike competitors. Other systems, using adapted technologies such as video, can only do part of the job.

The Headcount Counter is available in four mounting options namely floor mount, recessed, outdoor installation or overhead counter.

