

## 3 EASY STEPS TO LAUNCH COUNTBOX



The sensor is mounted to the ceiling above an entrance to a store, shopping mall or other venue



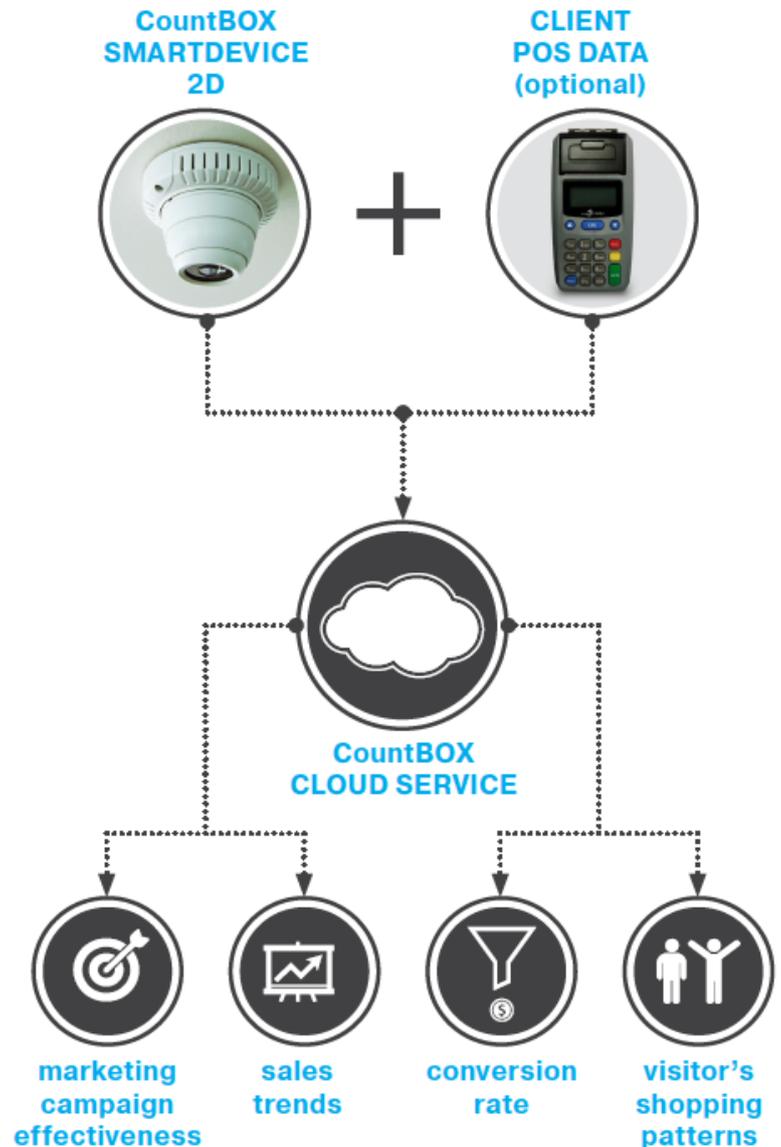
Our smartdevices automatically send people traffic Data to the cloud service.

The traffic data can be combined with pos data to create key performance metrics for business decision making.



After analyzing the data, the cloud service delivers to you meaningful reports via a dashboard

- marketing campaigns effectiveness
- sales trends
- conversion rate & other KPI's\*
- visitors shopping patterns



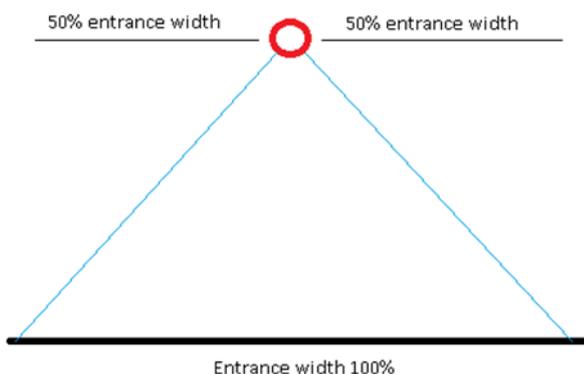
\*Need POS data

# CountBOX SmartDevice Installation and Setup guide.

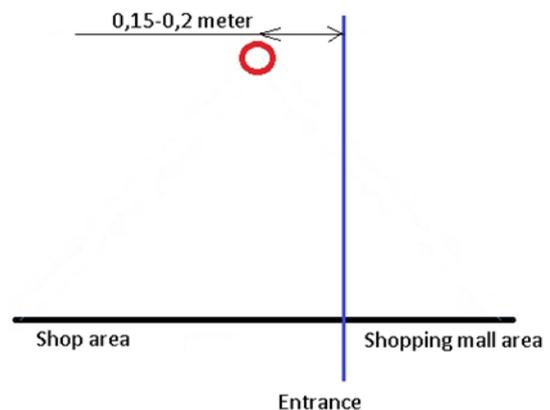
## Counting Sensor Mounting Specifications and Requirements

1. Minimum mounting height is 8 feet 10 inches (2.7 meters), maximum with standard lenses – 16 feet (5 meters). Mounting height with lens adjustment is up to 49 feet (15 meters).
2. The counting area should be clear of all obstructions such as displays, banners, etc. and from non-customer interactions such as ATM's and other electronic terminals in doorways.
3. We recommend placing the sensor behind doors that open inside the shop area constantly
4. The counting area should be clear of EAS element flashes. Very rare, when we facing extra chromium or shiny elements, we have to cover elements top with transparent matted layer.
5. If an EAS solution is present, the counting sensor should be mounted above it, in the middle.
6. If an EAS solution is not present, we recommend mounting the counting sensor in the middle of entrance. The counting sensor should be place behind the entrance or interior doors swing a maximum of 12 inches or approx. 30 centimeters (No objects should be present to block the sensor's camera lens view such as an air-conditioner, heat screen, curtain or other obstruction).

 CountBOX STD-1 mounting point



 CountBOX STD-1 mounting point



7. Sensor optical axis must be directed strictly 90° to the floor. Checking with plumb line is required.
8. The counting sensor should be mounted in the middle of the entrance in such way, that counting line adjustment will divide screen (camera eye view) on two equal parts. Mounting this way provides the optimal conditions to accurately capture visitors **before** and **after** crossing the “counter line.”



## UTP and PoE requirements

1. UTP (CAT5 or CAT6 cable) should be mounted inside the existing venue's structure in accordance with your client requirements. It's a great idea to use special labeling for the sensor cables.
2. If using a PoE power adapter, then it should be placed in an easily accessible place. It's an excellent idea to label PoE power adapter with words "**DON'T TURN OFF!!!**". In our experience, those magic words are very important.

## 1-2-3 steps for STD-1 counter setup

0) Connect the counting sensor to your network equipment (router or switch) via Ethernet! **Please note:** you may use a PC or laptop Ethernet port for direct connection to the counting sensor. However, the counting sensor won't be able to access the CountBOX Cloud Service unless it is connected via Ethernet.

1) Setup your Local Area Connections settings/ Internet protocol version 4 (TCP/IPv4)  
IP 192.168.10.x  
Mask 255.255.255.0

2) Open your browser.  
Enter at the address bar STD-1 counting sensor address.  
[192.168.10.10](http://192.168.10.10) (default address)

3) Enter at user authentication window:  
Username: admin  
Password: admin

4) Go to Video tab.  
a) Check visually that lens is pointed directly to the floor at a 90-degree angle (straight down).  
b) Customize the counting line. **Please note: the direction of the counting line creation** (from left to right affects the "In" counts and from right to left which affects the "Out" counts .  
c) We **highly recommend** mounting the counting sensor in such way, when counting line you've created divides the screen into two almost equal parts.  
d) Apply Save button.

e) Go to the tab Object size. Please ask someone to stand under the camera. Set correct circle size. It should fully cover the person's shoulders.  
f) Apply Save button.

5) Go to Device tab.  
a) Set the device name. It's not important. But we recommend either save the original name or use Brand\_City\_Location type of name, for example: Apple\_Chicago\_MichAve  
b) Set Date and Time.  
c) Set NTP time synchronization server. We recommend to use our server: [194.190.168.1](http://194.190.168.1)  
d) Choose your timezone.  
e) Apply Save button.

6) Go to Network tab.  
a) IF you or your client prefers to use DHCP (Dynamic Host Configuration Protocol), write down counter MAC address and apply the obtained IP address automatically (DHCP). Be sure to write down all the counter settings below on this guide, before applying save button. After you "save" it, please contact your IT specialist and provide to him/her with the counter MAC address, so he'll be able to fix the static IP address connected to counter MAC address. If you still need to setup counter further, please ask him/her to provide counter settings to you.

b) In most cases (Static IP address) please check with the (clients) IT specialists for the counter settings (IP address, Network mask, Gateway, DNS). Sometimes you can just use a “free” IP address.

7) Go to the FTP tab.

a) If you have firmware version 3.3.3816 or upper, please press TEST FTP button to test connection.

8) Counters counting algorithm checking.

a) Go to the Video tab.

b) Reset counters.

c) Ask somebody to perform ins and outs at list 10 times. Write down exact time that each crossing of the line happens. Check Incoming and Outgoing values. They should change accordingly and correctly.

d) Go to Data tab.

e) Choose the interval that you require.

f) Apply show button

g) Check system information with information you wrote down previously

9) Checking counters correct installation.

a) Check with the (client’s) service specialist for port forwarding. (Usually, our support needs less then 12 hours to check whether all requirements are in compliance)

b) Provide external IP address to our support team.

c) Otherwise you could provide access for our support team via Team viewer.

d) We **highly recommend** doing the counter set up before the installers leave the location. In our experience, this could help to avoid a huge waste of time in the future. Again we cannot stress the importance of this!

10) Counter is ready to go

a) Go to Device tab.

b) Go to Miscellaneous tab.

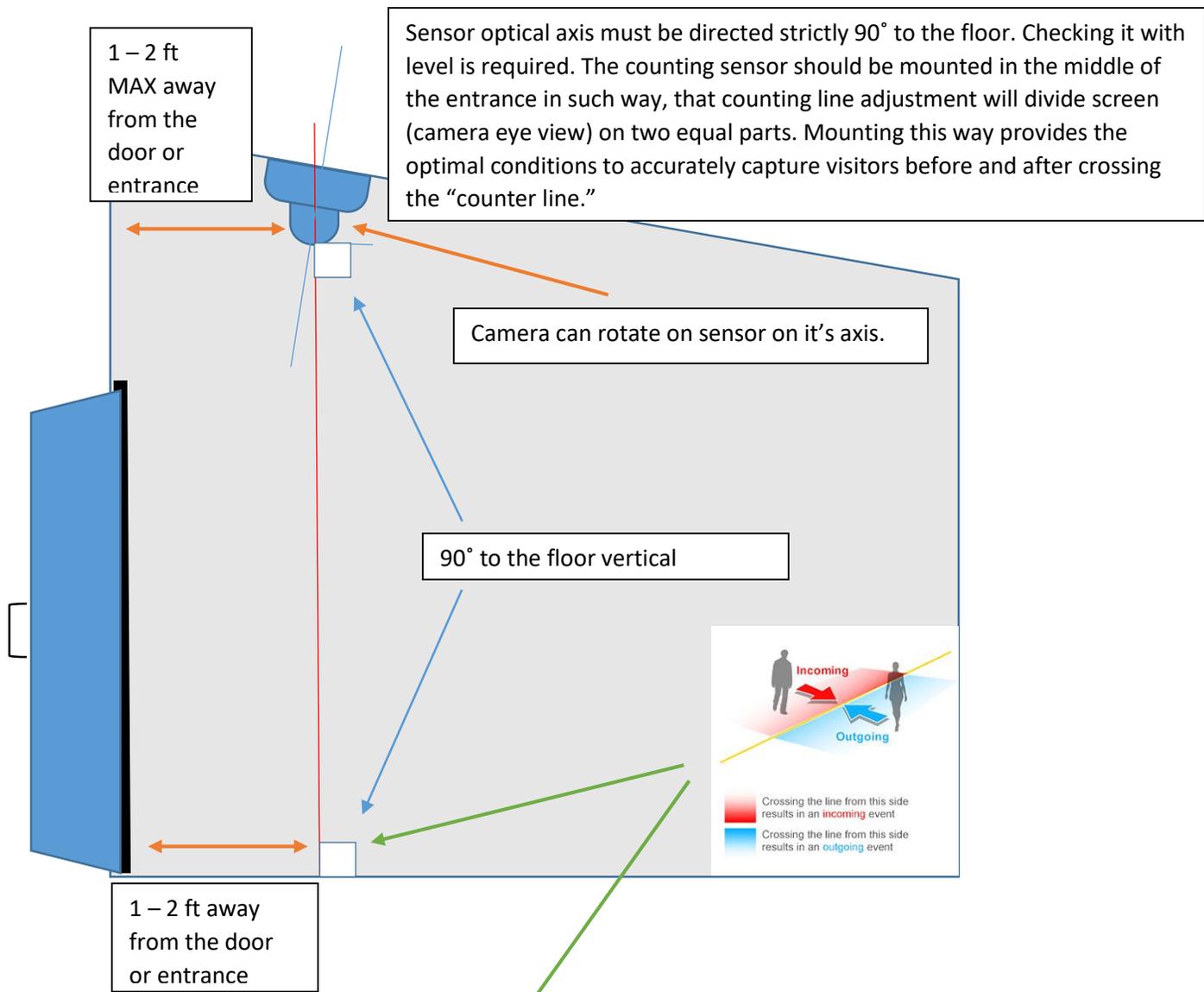
c) Apply Clear database button.

11) Connecting to cloud service Count-BOX Deluxe.

a) Open your browser.

b) Enter at the address bar: <http://deluxe.countbox.us/>

c) Request your administrative login and password from our support staff.



On the 2D sensor’s camera there is a notch which needs to be pointed out directly to the exit from the store!!!

