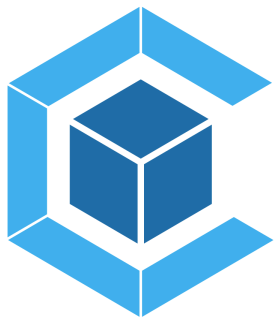


CountBOX FOR RETAILERS



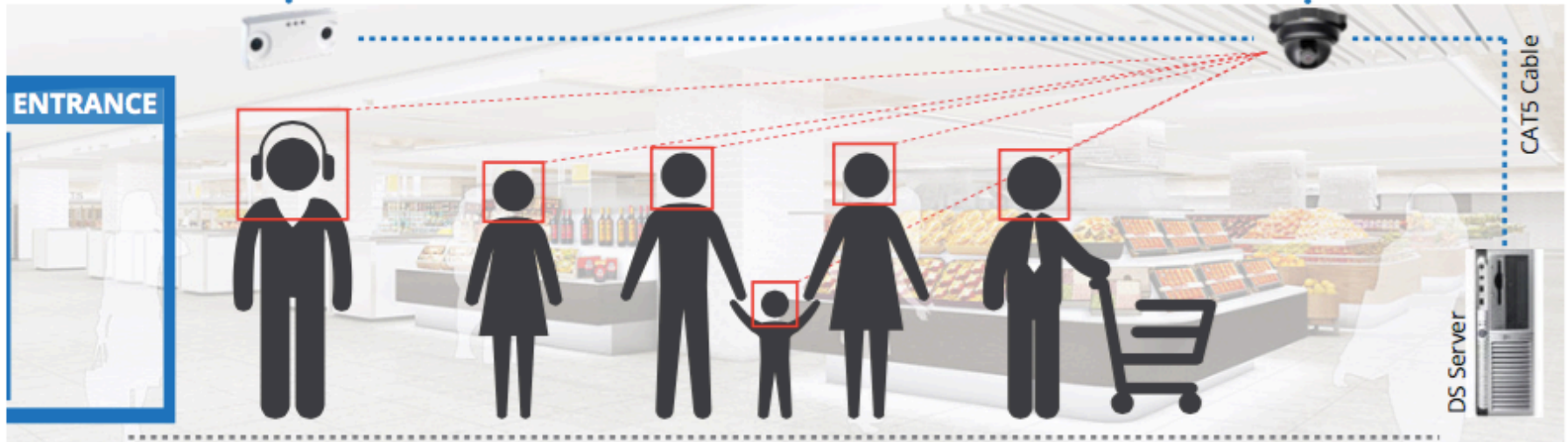


UNDERSTANDING CUSTOMER INFLOW (COUNTING & DEMOGRAPHICS)



PEOPLE COUNTER
ins / outs / crowd size

DEMOGRAPHIC SENSOR
gender / age / ethnicity / mood



- Automated intelligence
- Anonymous data (privacy maintained)
- Ongoing quality assurance processes
- Data collection designed for retailers
- Proprietary software and algorithms
- Long-term integration potential



UNDERSTANDING THE "TRUE CUSTOMER"

Without
DoorStat ...



With
DoorStat

Gender	Female
Age	24 years
Ethnicity	Caucasian
Entered	4:03 p.m.
Date	Sep 3, 2014
Site	Store XYZ





SAMPLE DASHBOARD METRICS

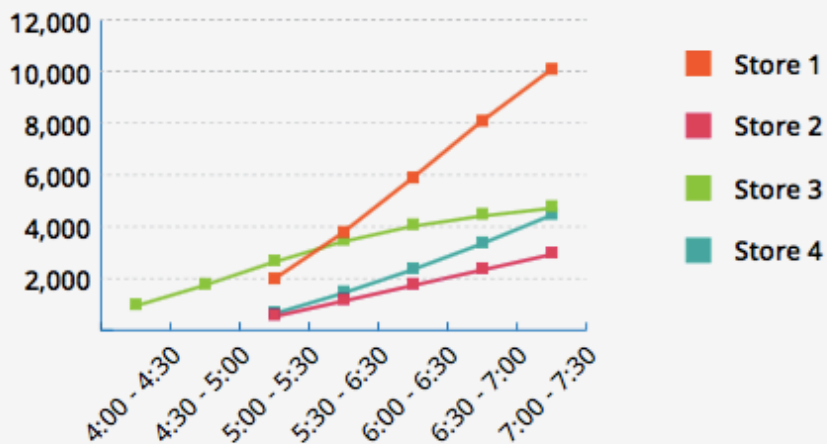
SCHEDULE		AGE DISTRIBUTION							
Month	Week	Sample	Male %	0-20 %	21-35 %	36-45 %	46-55 %	56+ %	Caucasian %
August	All	100,002	68	21	35	24	11	9	74
September	All	96,954	72	17	46	17	14	6	51
October	All	101,138	60	13	28	22	25	12	62
November	All	94,870	74	18	32	21	18	11	59
December	All	87,026	70	15	26	43	11	5	67
January	All	100,583	67	19	31	19	21	10	50
AVERAGES		96,762	68%	17	33	24	17	9	60%

Key metrics will become part of the dashboard (executive) view

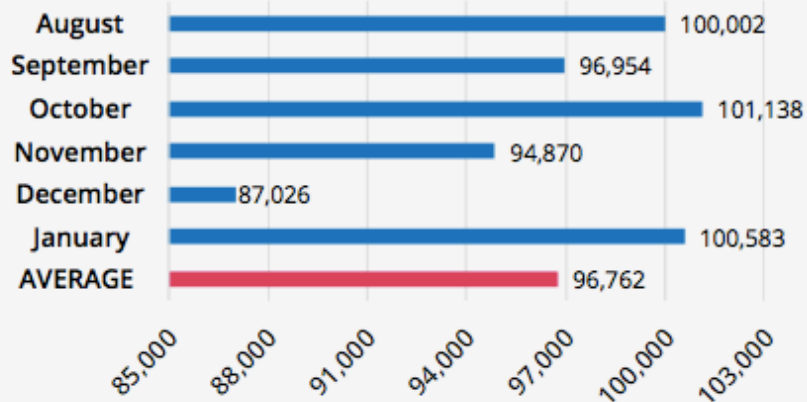


SAMPLE REPORTS - FOOT TRAFFIC

Evening Trends



Inflow by Month (All Stores)

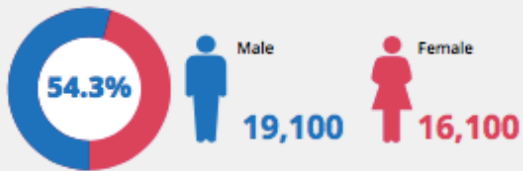
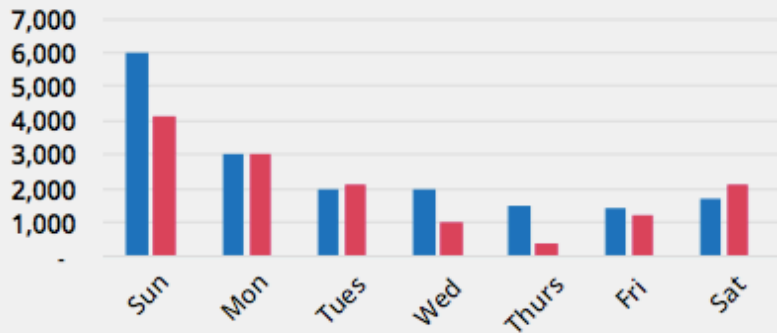




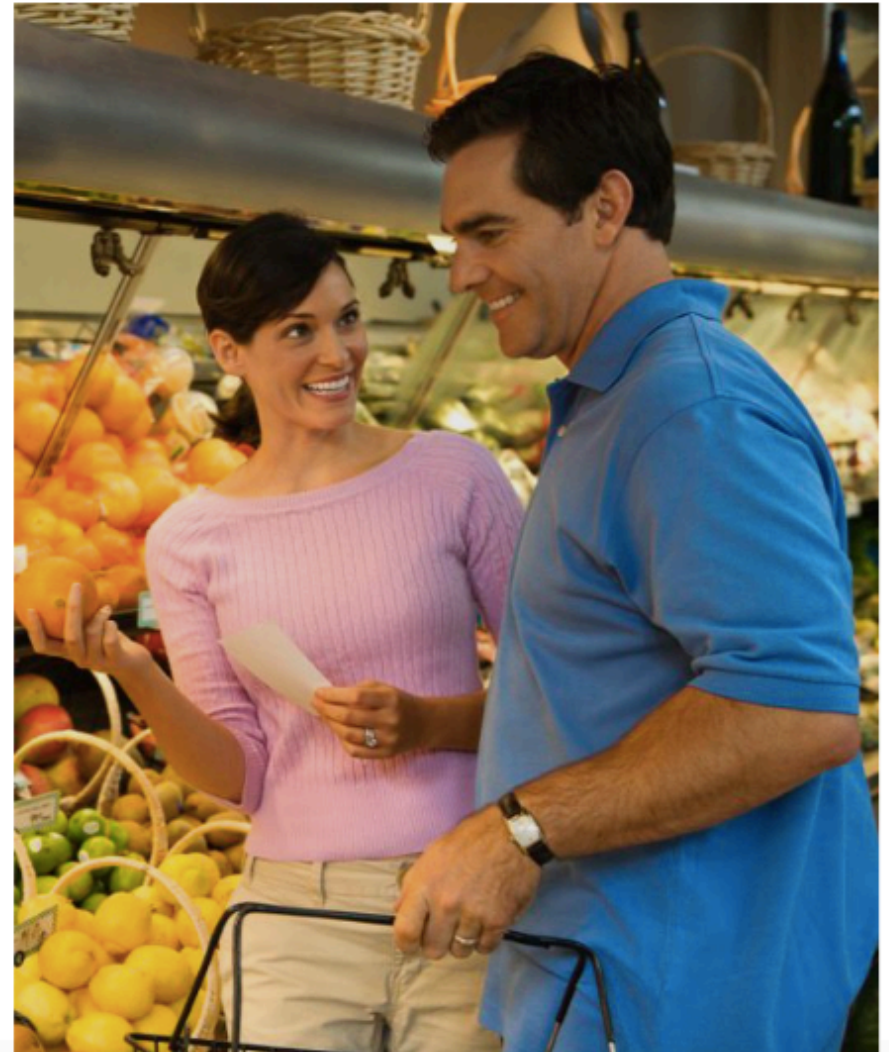
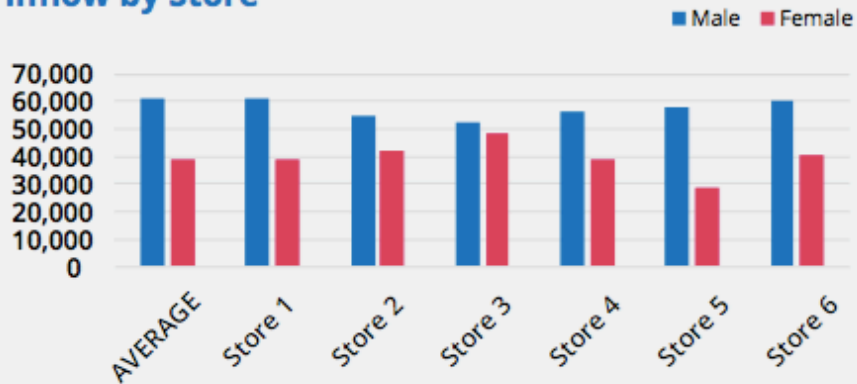
SAMPLE REPORTS - GENDER ANALYSIS

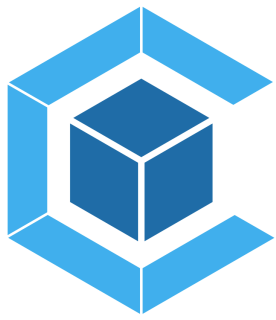


Last 7 Days



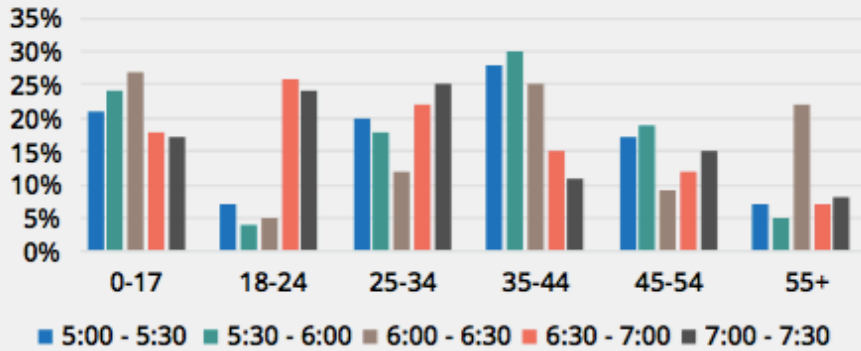
Inflow by Store



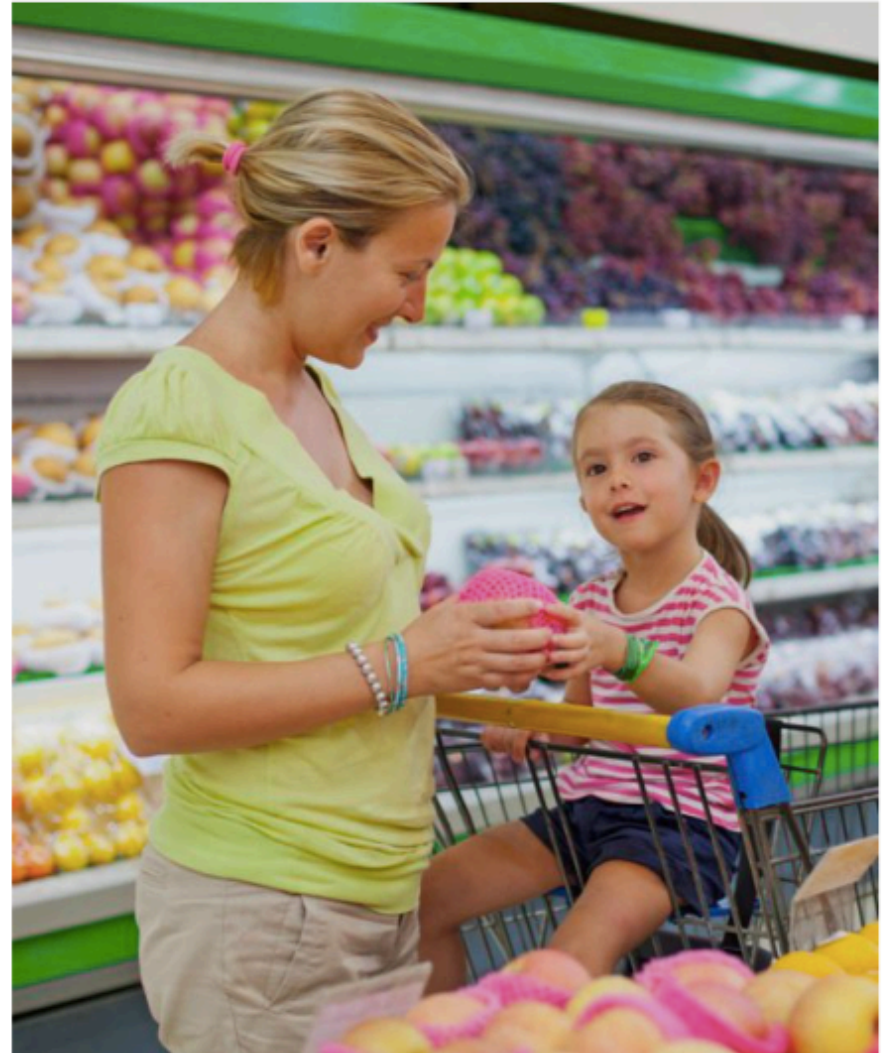
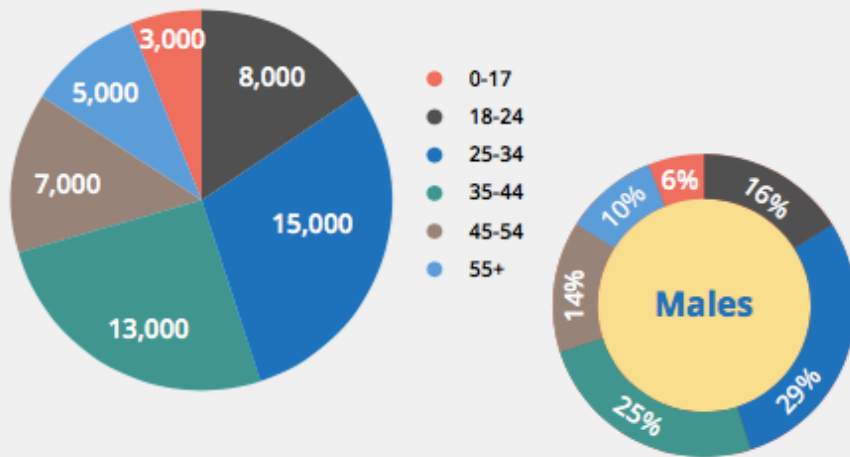


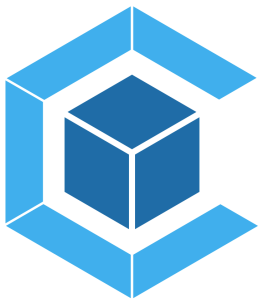
SAMPLE REPORTS - AGE ANALYSIS

Evening Trends



Inflow (All Stores) - August (51,000 Males)

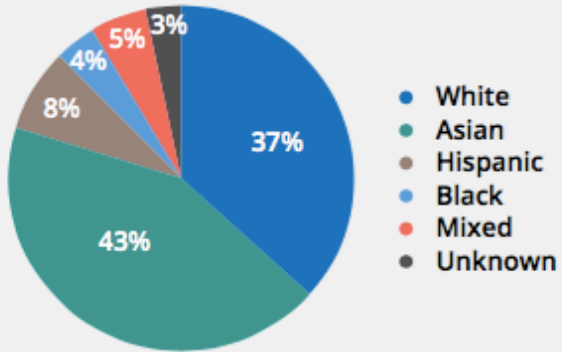




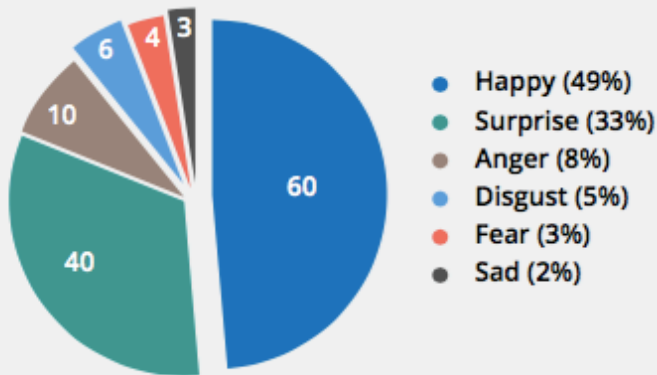
SAMPLE REPORTS - ETHNICITY / MOOD ANALYSIS



All Stores



Customer Sentiment





CountBOX

www.count-box.com