huperLab's Intelligent People Counting Solution Creates Greater Efficiencies in Taiwan's Memorial Hall

↑ **huperLab's intelligent people counting system is selected by a well-known memorial hall in Taipei, Taiwan.**
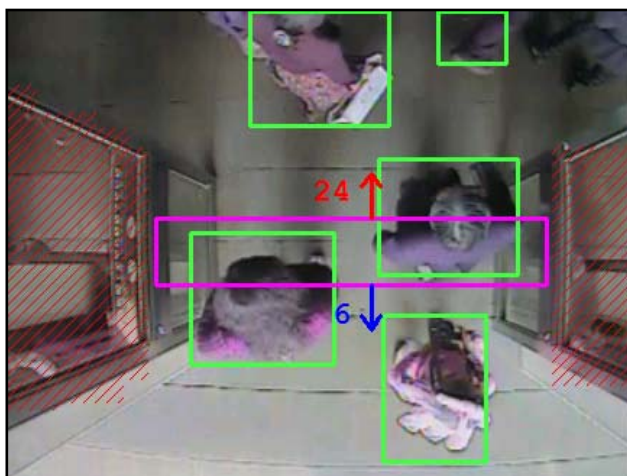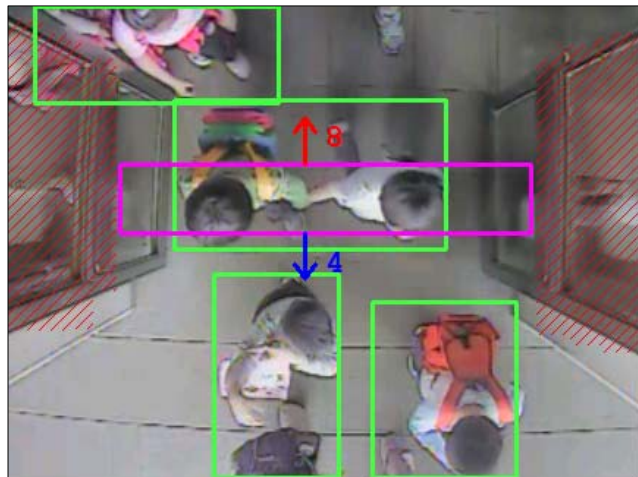
When hustle and bustle crowds pass by every single day, the demands of real-time surveillance for immediate response, and visitor analysis for further marketing or customer-service purposes from sightseeing spots are increasing. the authority of memorial hall in Taiwan, has growing demands on improving surveillance performance to complete real-time environment security control and with economic solution.

A famous memorial hall with long history in Taipei, Taiwan accommodates around two thousand to three thousand visitors every single day, so how to instantly manage crowds, and turn visitor data, like visitor flow at entry points, into business intelligence has played a more significant role to the hall managers other than general surveillance purpose. In order to reach these goals, the well-known solution provider, GCC, was

selected to plan and implement this people counter project for the memorial hall. huperLab's vision-based people counter with the integration of statistics analysis system was fully adopted to count and analyze numerous visitors moving in and out at entry points.

"This is a good case of how people counting system can be well implemented in sightseeing spots. We mounted analog cameras on the top of every hall entry to capture people flow data, and further integrated huperLab's people counter system with back-end server for detailed analysis. By connecting to the LED signage, the number of visitors and hall traffic data will be shown immediately to reflect the people admitted in the memorial hall." said Justin Chang, Project Manager of GCC.

Unlike most people counting systems in the market, such as infrared-ray counters and radar sensor equipments, huperLab's vision-based people counter is able to allocate and count each person from the crowd to ensure 90% accuracy, even when people walk side by side or the crowd passes in and out at the same time. By connecting to either CCTV or

network cameras, huperLab's people counter is easy to install and integrate with existing surveillance systems without extra hardware costs.

The people counter can be scheduled by day, by week, or by month, and its captured data is able to import to the back-end system to generate detailed information, such as RPS statistics, via the people counting system server. More than that, the data can be accessed remotely without area limitations for greater convenience.

↑ **Back-end statistics system, RPS statistics.**

Based on high accuracy of raw data, detailed analysis helps hall managers to get more understanding toward visitors' satisfaction and consuming behavior, if any, to improve and Evaluate the whole marketing benefits and routes plan. They are able to see clear statistics to learn marketing performance of various activities, and then adjust their strategies accordingly. The hall managers even can moderate air conditioning to ensure good ventilation in the memorial hall based on the change of visitor flow.

huperLab's people counter, an optional feature of huperVision intelligent surveillance system, is a vision-based counting system with over 90% accuracy that allows retailers or the management level to learn more about visitor traffic or customer profiles in shops by analyzing the counting data. Other than people counter, huperVision provides a wide range of video analytics while the detection data can be turned to "business intelligence" that assists retailers to enhance customer satisfaction, improve shop layout and route plan, and increase marketing efficiencies, etc. As a whole, huperVision's video analytics not only secures people's properties but also provides business insights for different industries.

huperLab in Brief

As a professional video surveillance solution provider, and a technology innovator on computer vision, video/audio codec and streaming technology. huperLab offers a wide range of PC-based surveillance systems with full-featured video analytics, and superior video quality. huperLab has devoted to developing comprehensive, easy-to-use, and reliable surveillance products since 1997.

With few more years R&D experience ahead of other competitors, huperLab's video analytics technology are getting matured these years. Bundle with huperVision 4000 Series intelligent surveillance software suite, all huperLab products provide powerful video analytics plus hybrid DVR/NVR support.

Further, more green elements as eco-friendly and power savings have been added in huperLab's product lines in cope with environment issues that fully meets green business and sustainability requirement.