



TRACKSPOT

Visitor management for automated people counting



Software to manage your
visitor flows during the Corona
pandemic and afterwards

What can TRACKSPOT do?

- Control of your visitor flows for an optimal capacity utilisation
- Collect demographic information to better communicate with your visitors
- Information and entertainment for waiting visitors.



Why TRACKSPOT?

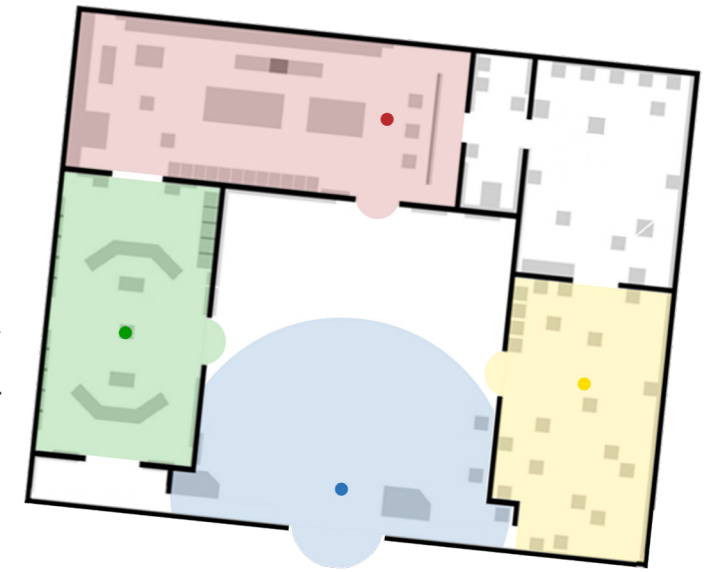
At the time of the corona virus, the number of people allowed in a certain area of a business or event location is in many cases limited by the government. For you, this means that each entrance to an area must be monitored by one or more security officers who regulate the entrance.

In addition to the fact that in buildings with several entrances this can be very expensive and complex in the long term, it can also lead to customer-unfriendly situations. The customers feel observed and monitored.

The new TRACKSPOT software solves this problem. A one-off investment that saves you personnel costs and gives you the opportunity to inform or promote your customers in a friendly manner. And all this tailored to your individual needs.

Even without the corona access restrictions, TRACKSPOT is the ideal product for managing and controlling your visitor flows. You can make waiting times more interesting for your visitors via info screens with news and important information, but also with entertainment and advertising.

Our unique traffic light system explains the entrance to your visitors in a simple and visual way and saves your staff from having to explain. In addition, advertising revenue is possible.





How does TRACKSPOT help you?

Our advanced 3D camera monitors the number of people entering and leaving an area. Naturally, no faces or other details are recorded, in order to protect the personal rights of your customers.

A personalised dashboard on a monitor of your choice shows in the entrance area whether people are allowed to enter the area. Your visitors can be informed or entertained by individual content (e.g. info videos, advertising videos) of your choice.

If the maximum number of people is (almost) exceeded, employees can optionally receive an acoustic signal. Visitors are also informed by messages in the dashboard.

But TRACKSPOT can do more than just count visitors. It is possible to collect demographic data, such as gender and height. For example, children can be recognised and dashboard content can be displayed to them at precisely the right time.

And you don't need any further technical purchases, just a stable internet connection. You can display the dashboard to your visitors on your existing screens.

The software is browser-based and can be controlled with any Internet-capable device. So you also have the possibility to access the system when you are not on site.

In summary, TRACKSPOT offers you the following advantages:

- Minimise the number of security staff required to guard an entrance, thus saving you personnel costs and administrative work.
- Inform your visitors in a customer-friendly way with personalised dashboards that you can flexibly adjust in terms of time and space or that automatically adapt themselves to the visitors.
- Evaluate your visitor numbers of the corresponding locations in detail and clearly arranged. Get a better overview e.g. in a building with several entrances.
- Optionally you can save further costs by displaying advertising tailored to your visitors. Which and how much you decide.

The Corona traffic lights



RED: Unfortunately, no further visitors can be admitted at this time.

YELLOW: Your visitors will have to be prepared for a short wait, so that you can guarantee the minimum distance in your premises.

GREEN: Your customers/visitors may enter without waiting time, as there is still enough space available.

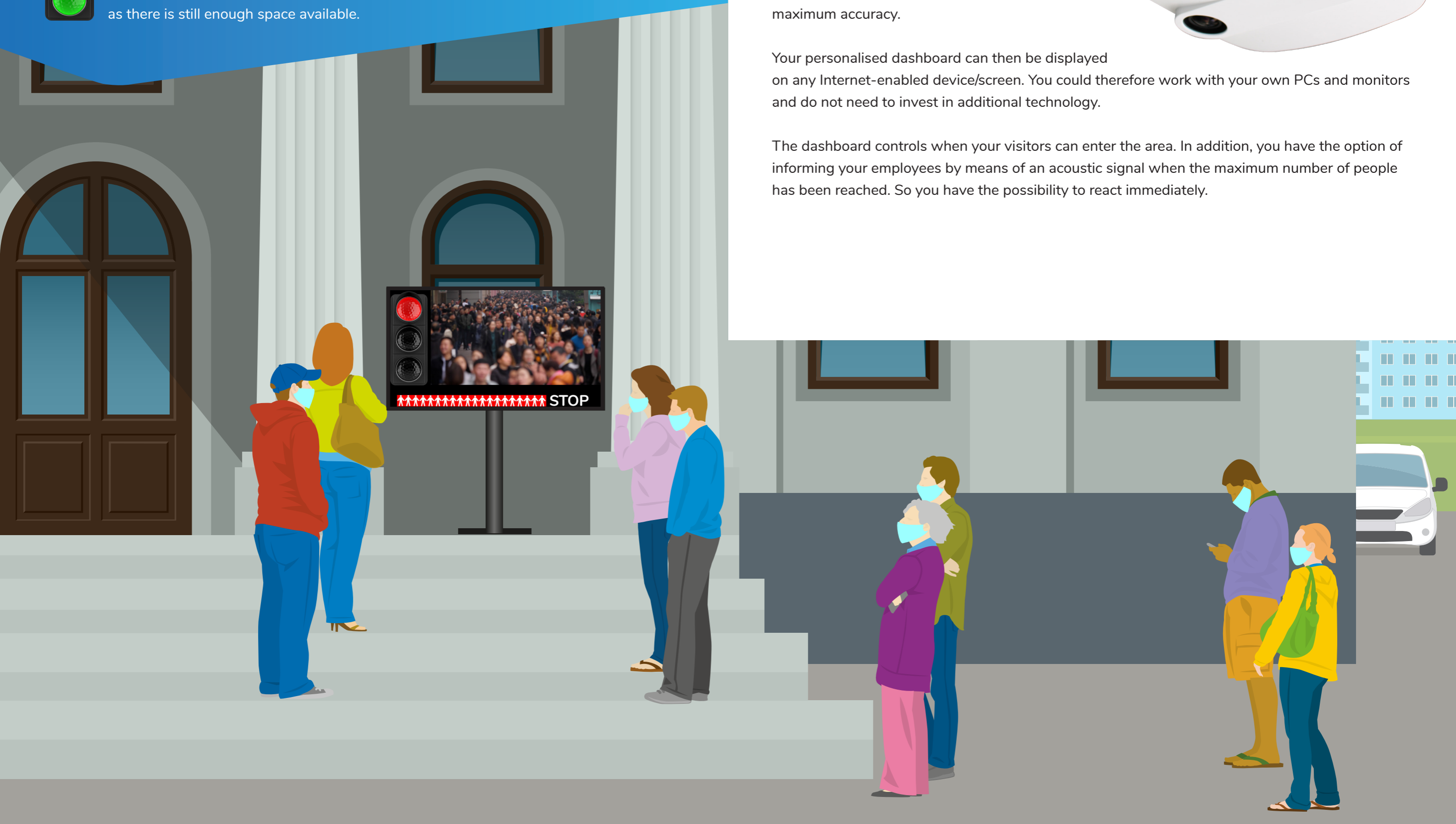
How does TRACKSPOT work?

Our very precise 3D camera is installed at all entrances or areas required for surveillance. Via a network connection, this camera sends information in real time to the TRACKSPOT platform. The number of people entering and leaving the area is counted with maximum accuracy.



Your personalised dashboard can then be displayed on any Internet-enabled device/screen. You could therefore work with your own PCs and monitors and do not need to invest in additional technology.

The dashboard controls when your visitors can enter the area. In addition, you have the option of informing your employees by means of an acoustic signal when the maximum number of people has been reached. So you have the possibility to react immediately.



Who uses TRACKSPOT?

You can use TRACKSPOT for example in museums, zoos, amusement parks, retail, department stores, shopping centres, cable cars and public transport.

For example, TRACKSPOT is already used by the Kunsthalle Munich, the Struwwelpetermuseum in Frankfurt/Main, the Stiftung Deutsches Meeresmuseum in Stralsund and the Saarbrücken Zoo.



A partner of TRACKSPOT is Beckerbillett GmbH, the largest provider of ticketing systems in the German-speaking world.

What is the TRACKSPOT dashboard?

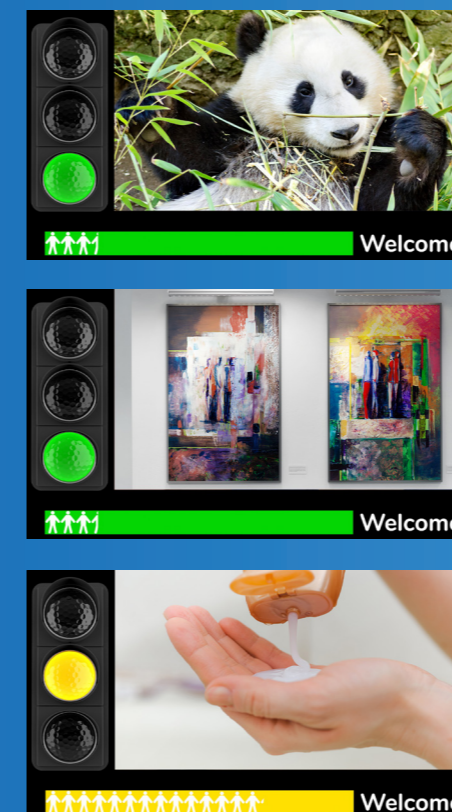
The TRACKSPOT software works in such a way that you can set all settings and evaluations on a secure interface in your browser and a dashboard is displayed to your visitors on the monitor provided for this purpose.

Visitors are shown the content you have selected, such as information (e.g. on upcoming events), news, rules of conduct or optionally automated advertising (which you can select or limit in advance in terms of content and time).

In between, the Corona traffic light is regularly displayed, informing your visitors about the number of people to be admitted and, depending on the settings, also about the expected waiting time.

You can deliver the content (videos or static ads) of the dashboard yourself. They are not limited in quantity.

You can even assign your videos to demographic groups (men, women, children). Since TRACKSPOT captures your visitors in real time, the content can be played back in real time.



Content for your dashboard

- Image videos, e.g. of your leisure park, to put the visitors in the right mood
- Behavioural measures, e.g. the distance rules during the corona period
- News, e.g. as zoo pictures/videos of your new panda baby
- Information about e.g. as a museum about upcoming events and exhibitions
- Commercials, which, due to your restrictions (time and category) can be switched automatically

Optionally you can also use our sample dashboards with neutral content.

TRACKSPOT

We like to help you.
Write us an email
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Your sales partner will be happy to advise you:

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