



## People Counter

The Integrated EAS people Counter provide accurate customer traffic information. This sensor's dual beam-break detects shopper presence by tracking interruptions in horizontal infrared beams and keeping separate counts for inbound and outbound shoppers. Armed with this valuable data, investments can be directed outside to boost traffic or inside to maximize conversion and average sales.

This device does not replace or interfere with existing EAS detection systems and is not affected by common environmental interference like shadows or moving masses of warm or cold air near entrances.

### Retailer Values

- // Provides data comparing people counting information to sales transaction data to determine conversion rates and effectiveness of marketing campaigns
- // Helps optimize staffing based on customer traffic
- // Provides visibility to directionality of potential shoplifting events
- // Helps to deliver accurate alarm management

### Electrical

**Power:** Battery/220V AC

**Battery Life:** 1.5 years (by our used)

### Product Code

**F11000201**

### Specifications

<b>Length</b>	6.35cm (2.5in)
<b>Width</b>	5.84cm (2.3in)
<b>Height</b>	2.49cm (0.98in)
<b>Weight</b>	0.53kg (1.17lb)
<b>Range</b>	130ft

