

# Oculus



Oculus is a highly accurate, cost effective and an aesthetically pleasing traffic counter. The Oculus unit is a monocular camera based system that captures video from an overhead viewpoint and processes it to count the people by utilising a patented pattern recognition algorithm. The onboard processor seamlessly connects the Oculus to the HeadCount network via an uplink port. The downlink port facilitates downstream connectivity on the HeadCount network.

The elegant design complements modern commercial and retail spaces. The overhead counter is ideal for narrow passages or store entrances with moderate visitor traffic flows where maximum performance is required.

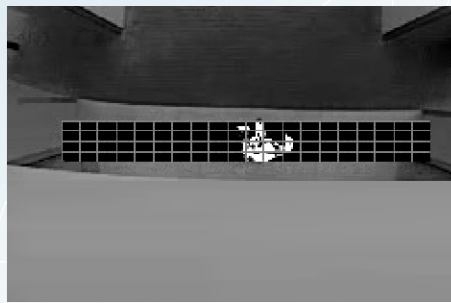
Oculus delivers key metrics such as total visitors, store conversion rates, flow rates, store occupancy, dwell time, visitor spin, traffic per labour hour ratios and many more.

*The elegant design complements modern commercial and retail spaces.*

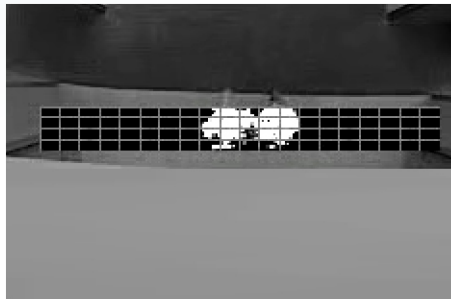
## Counting Applications

Oculus is intended for retail analytics and market research:

- Customer Counting for Retail
- Casinos
- Banks
- Hotels
- Museums
- Galleries
- Convention Centres
- Offices and Tower Blocks
- Smart Buildings



1 IN



2 OUT

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## Features

- Greater than 95% accuracy per 1 hour sample.
- Bi-directional visitor counting.
- High accuracy, low cost counter.
- Non-intrusive and aesthetically pleasing device.
- No PC required for standalone solution.
- Seamless integration onto the HeadCount network.
- Immune to lighting level variation and floor surfaces.
- Powerful detection and pattern recognition algorithms.
- Single counter can cover a width of up to 4 metres.
- Battery backup in the event of network power loss.
- Built in diagnostics.
- Quick setup device.



*Intelligence  
Innovation  
Integrity*

## TECHNICAL SPECIFICATIONS

Oculus is an advanced retail traffic counter with imaging optics, onboard processing and interfacing electronics all contained within a sleek moulded plastic housing.

### Performance

Accuracy	> 95% per 1 hour sample
Maximum Flow Rate	15 people per minute
Minimum Mounting Height	2.4m
Maximum Mounting Height	4m
Coverage Area	4m at 2.4m mounting height 6m at 4m mounting height

### Mechanical

Housing	Plastic ABS
Diameter	120mm
Height	50mm
Weight	200g
Mounting	Two fixed slots in base

### Environment

The Oculus counter is intended for indoor counting applications.

Operating Temperature	+10°C to +50°C
Storage Temperature	-10°C to +60°C

### Configuration

Oculus is designed to be easy to install and configure. After applying power, the unit will start searching for the Oculus configuration target. The Oculus configuration target is supplied as 420FT7217. The configuration target helps Oculus to set a number of installation parameters automatically, customising the unit to the particular installation environment. By orientating the Oculus configuration target, the "IN" counting direction is set in the direction indicated on the target.

While the unit is searching for the target, the three visible LEDs on the Oculus device will flash, indicating that configuration is in progress. In order to expedite auto-configuration it is essential that no movement is allowed inside the counting zone while the LEDs are flashing.

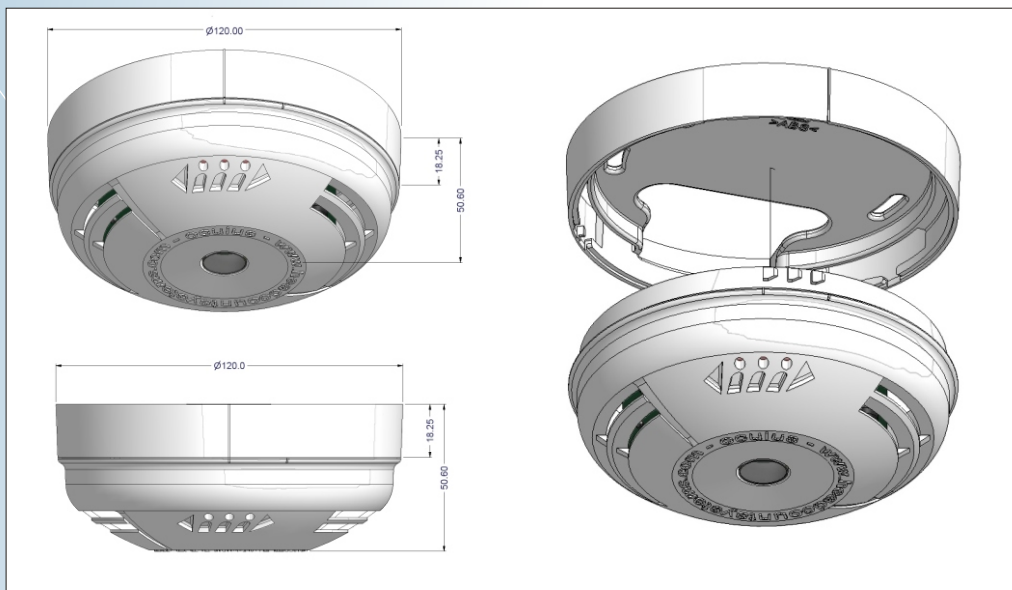
## Ordering Information

### Overhead Counter

420FT7168  
HeadCount Oculus

### Accessories

420FT7217  
Configuration Target



## Contact Us

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