



COMPANY NAME

Natuzzi S.p.A

XOVIS PARTNER

Visionarea

LOCATION

Worldwide

INDUSTRY

Retail

APPLICATION

People counting

CASE STUDY

A world-class management solution for premium furniture provider

HOW VISIONAREA AND XOVIS PROVIDE STRATEGIC INSIGHTS

CHALLENGE

Award-winning retailer Natuzzi sets industry standards in furniture stores. Xovis Certified Partner Visionarea was chosen to take store management to the next level. Replacing the outdated installation, the new people counting solution based on Xovis 3D Sensors is expected to meet the following requirements:

- Accurate footfall counting within demanding and changing store lay-outs must be guaranteed
- In order to enable new insights, export of raw data to Natuzzi information center must be possible at any time
- Various operations center must have secured data access simultaneously

SOLUTION

Based on stereovision technology, Xovis 3D Sensors count and track footfall. Their unmatched accuracy is not affected by layout changes. In combination with Visionarea's cloud solution, the gathered data is easily accessible. As a result, various levels of store management have access to adequate KPIs to take efficient actions:

- Footfall counting inside stores
- Counting of passer-by's outside of store
- Cloud-based remote support
- Adaptable remote data access according to management level
- The gathered data remains unaffected by changing setups and lay-outs

BENEFITS

In 60 years, a small workshop in Puglia has grown to become a leading international company. Therefore, a world-class store management solution provided by Visionarea and Xovis empowers Natuzzi to meet world-class standards:

- Cost-effective deployment on a global scale based on the remote support provided by Visionarea
- Improved collaboration between various store managers
- Cloud-based solution empowers quick and easy use of gathered data
- Optimized footfall counting results due to increased counting accuracy for both indoor and outdoor areas
- Maintenance requests handled more efficiently because of remote support

CASE STUDY

How does it work?

Responding to the fast-growing demand for solutions that bridge the gap from conventional people counting to comprehensive in-store analytics, a growing number of retail experts measure KPIs such as footfall, dwell times and conversion rates with the Xovis 3D Sensors and software. Unlike the conventional people counting solutions, Xovis can connect numerous 3D sensors to deliver insights beyond the doorstep.

A BROAD PORTFOLIO

There is a broad portfolio of Xovis 3D Sensors with the widest viewing angle available on the market to count and track people anonymously. One sensor can be mounted on ceilings from 2.2 to 30 m (7.5 ft. to 65 ft.) and covers up to 100 m² (1100 sq.ft.) of tracking area.

The more than 50'000 Xovis 3D Sensors in the field stand out with unmatched accuracy, reliability and ease of use. Xovis 3D Sensors can easily be integrated into an existing software environment. Over 150 system integrators trust in Xovis to measure a broad range of KPIs.

INTEGRATION MADE EASY

The user-friendly WebGUI guides through the simple first-time set-up or any reconfiguration at a later time. The sensor software (firmware) also enables the designation of 99 counting lines and dwell zones per sensor as well as the set-up of a Multi-sensor with up to 9 sensors to track people continuously through large areas. No additional hardware or software is required.

Count statistics, heat maps, and other basic tools come along with the sensor software. For further visualization and analysis, Xovis 3D Sensors can easily be integrated into an existing software environment and

third-party applications via XML-based interface and API. There are also additional, easy-to-integrate Xovis hardware devices with new software modules for applications such as queue and POS management in large, hectic areas with an unlimited number of sensors.

UNMATCHED ACCURACY

A high-resolution 3D image or stereo image of the covered/ recorded area is calculated on the sensor up to 30 times per second. Based on this, every person entering the covered area is counted and tracked anonymously. Persons are recognized individually even if they are next to each other. Counting Accuracy over 99% is guaranteed, i.e., 99% of the persons in the covered area are counted and tracked.

A FUTUREPROOF INVESTMENT

Power over Ethernet (PoE) to combine data connection with power in one cable and a Mean Time Between Failure (MTBF) of 25 years simplify installation and keep the total cost of operation low. Image processing occurs directly on the sensor. No video stream leaves the sensors and data privacy is guaranteed. The Xovis portfolio includes a model with wireless functionalities as an add-on, though the Xovis technology does not depend on signal-emitting devices and is highly robust against all kinds of external influences such as shadows, light changes, and heat emissions.



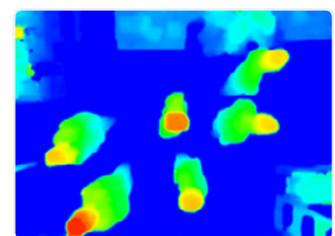
PC2R with WiFi-Module



PC3



Xovis 3D sensor and firmware can easily be integrated



3D image computed by Xovis sensor indicating heights and distances by different colors

CASE STUDY

Technical Data

WORKING PRINCIPLE:	3D stereo vision / distance measurement
INSTALLATION ANGLE:	+/- 15° in x-axis +/- 5° in y-axis
OPERATION TEMPERATURE:	0°... 50 °C
WITH OUTDOOR HOUSING:	-20°... 50 °C
STORAGE TEMPERATURE:	-20°... 70 °C
AIR HUMIDITY:	20 ... 80%
CONNECTION:	RJ-45 Ethernet
POWER SUPPLY:	PoE Class 0 / (IEEE 802.3af)
POWER CONSUMPTION:	< 5W
REQUIRED ILLUMINATION:	min. 2 lux
SIZE (LxWxH):	PC2/ PC2R/ PC2S: 13.0 x 9.4 x 3.0 cm PC3: 33.0 x 6.1 x 4.0 cm PC3-0: 38.5 x 9.0 x 8.6 cm
WEIGHT:	PC2: 350 g/ PC2R & PC2S: 250 g PC3: 600 g/ PC3-0: 1700 g
MOUNTING HEIGHT:	PC2/ PC2R/ PC2S: up to 6 m PC3/ PC3-0: up to 20 m

ABOUT XOVIS

With more than 60'000 Xovis 3D Sensors in the field, Swiss-based Xovis is the market leader in people flow monitoring in the airport and retail industry. More than 65 international airports and 150 system integrators in the retail industry count on the combination of Xovis 3D Sensors and software solutions to move people more smoothly through their facilities, optimize their resource planning and increase customer satisfaction as well as revenues. Founded in 2008, Xovis has evolved from a three-man start-up to a high-tech company with over 80 employees. Xovis is headquartered at the gates of the Swiss capital Bern. The US office is Boston, MA.