



COMPANY TYP

Bike & Outdoor Company

XOVIS PARTNER

IMAS

LOCATION

Germany

INDUSTRY

Retail

APPLICATION

People counting

CASE STUDY

Bike & Outdoor Company improves customer service to the max

HOW IMAS AND XOVIS TAKE ACTION TO IMPROVE CUSTOMER EXPERIENCE

CHALLENGE

The Bike & Outdoor Company (BOC) sets new industry standards in the sports and outdoor retail sector. Supported by Xovis Gold Partner and long-experienced system integrator IMAS, BOC provides its customer with an elaborated shopping experience. It is all about the service in the 23 brick-and-mortar stores spread over Germany. Thus BOC focuses on the following questions:

- How to provide visitors with an outstanding customer experience and a remarkable service?
- How to justify a trip to the store even though products are available online?

SOLUTION

BOC uses a mix of technologies, to maximize customer service. Radar sensors count bikes in a dedicated testing area. The Xovis technology, on the other hand, provides the accurate number of people entering or leaving a store at any time. Even in narrow entrances customers are detected and counted individually. IMAS analyses and visualises this data to demonstrate:

- Accurate number of people entering or leaving a store
- Number of customers accessing a specific facility. e.g bike testing areas
- Customer in/outflow rates

„IMAS provided by their flexibility and use of mixed technologies, fitted to the relevant solution, accurate and reliable counts, which can be used for further analyses.“

Henning Schorling

Head of IT

BENEFITS

The key to success lies in simplicity; this is why the Bike and Outdoor Company opted for a rollout of Xovis sensor in all of their 23 stores. Together with IMAS, the technology empowers BOC to improve its customer services smoothly based on footfall counting. A great shop experience for their customer is based on:

- Exact knowledge about the number of people entering or leaving a store through a specific entrance
- Optimised resource and staff planning in the shops by local store managers
- Reduction of waiting times at facilities based on improved staff planning
- Updated product stock management based on expected number of customers

XOVIS

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.

„Xovis opens the door for in-store analytics that other technologies cannot deliver. The Xovis Multisensor combines many Xovis 3D Sensors to cover large areas. Analyses enabled by Xovis provide our customers with an essential competitive edge.“

Susanne Neumann,
Regional Director
IMAS

INTEGRATION MADE EASY

The user-friendly WebGUI guides through the simple first-time set-up or any re-configuration 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

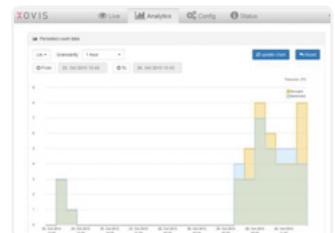
Power over Ethernet (PoE) to combine data connection with power in one cable and a Mean Time Between Failure (MTBF) of 25 years simplify installation and keep the total cost of operation low. Image processing occurs directly on the sensor. No video stream leaves the sensors and data privacy is guaranteed. 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.



Xovis 3D Sensor (model PC2)



PC3



Xovis 3D sensor and firmware can easily be integrated



IMAS software Xperio integrates the Xovis data

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.