netavis
we observe

EUROSPAR Steinberger

A temporary, EU funded project demonstrated NETAVIS' high competence in comprehensive customer behaviour study due to IP based video analytics.

Sector:
Retail

Location:
Neunkirchen, Austria

Software Version:
NETAVIS Observer 3
Enterprise Edition

Special Features:
Video Analytics Module iCAT
Visual Statistics

Technical Details:
12 IP-cameras
Central installation with client on server

"NETAVIS' video analytics actually turned some of our past assumptions concerning customer behaviour in our store upside down!"

Hans Steinberger
CEO EUROSPAR Neunkirchen

Challenge

In the 1.400m^2 mall of Austrian's food store chain EUROSPAR in Neunkirchen a feasibility study should proof applicability of IP based video surveillance for detailed customer behaviour studies. This EU funded project took place between November 2010 and January 2011. NETAVIS' leading edge video analytics technology played an essential role.

Based on detailed nevertheless anonymous reports the following questions were to evaluate: How many customers are in the store? How long are they staying? Which paths are they taking through the shop? Where do they stop and how long are they stopping? Which areas do most customers go through? How do product placement changes effect customer behaviour? Main target was to gain information to support optimizing product placement and increasing shelf revenue.

Solution

12 network cameras were installed at hot spots of the shop on the ceiling. They provided coverage of important aisles, especially their ends and the central corridor.
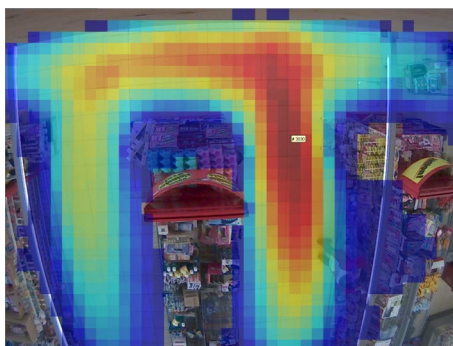
The IP based video surveillance software Observer 3 of NETAVIS assures professional, high performance, easy to handle management of the whole surveillance system. It is also known for it's unrivalled adaptability for special customer requirements.

Seamlessly integrated in Observer 3, the video analytics module iCAT is able to cope with difficult conditions as well as diverse camera perspectives. It was configured to exactly meet the store managements needs.

Due to reliable and directional people counting technology Smart Tripwire, iCAT delivers accurate figures of incoming and outgoing customers and prevents duplicate and incorrect counting.
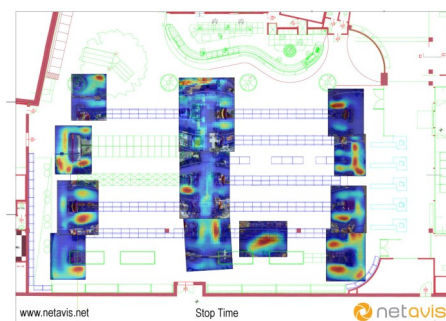
With Visual Statistics, iCAT collects video meta data like motion, stops and stopping time. These statistics can be visualised by coloured overlays on live as well as archive video streams.

Benefit

The pilot project approved the reliability and usability of video analytics for customer behaviour analysis and also the high significance of factual information for store management impressively. As shown at the two pictures, NETAVIS is capable of providing beneficial statistics like motion of customers (left) or stopping time (above, all 12 cameras integrated in shop layout) in specific areas.

Video analytics adds value to regular video surveillance systems. With the additionally gained information it is finally possible for shop managers to identify the best placement of the right product at the right time. As a result, revenue as well as aisle margins can be optimized.