



We provide information for making better decisions

**Think Smart – Think IMAS**



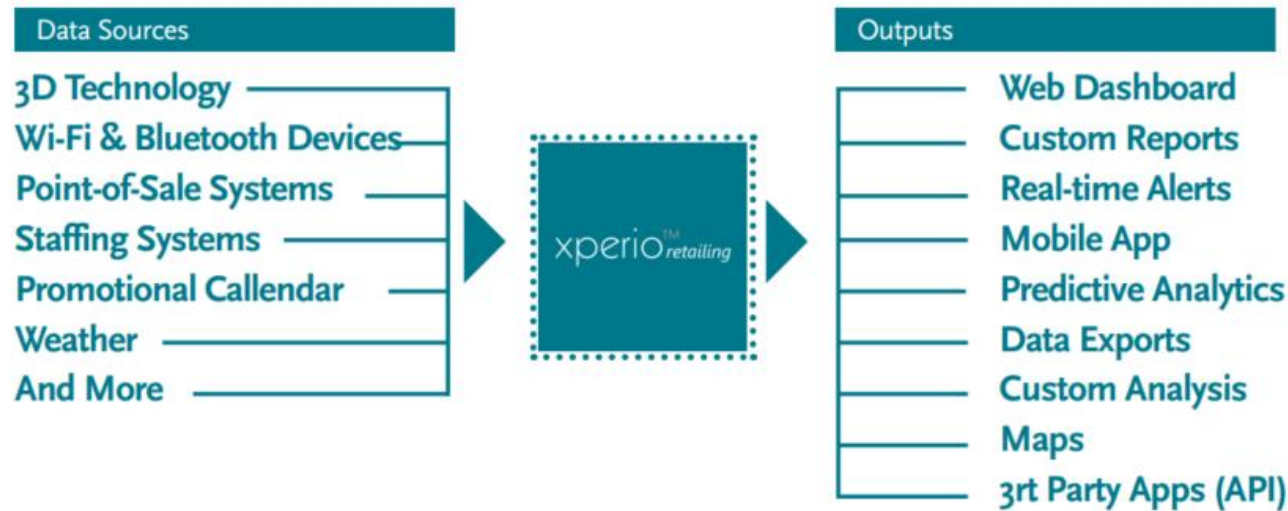
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## About IMAS

We are specialized in customer counting and data processing within the retail industry. From a single local store up to the global retail chains with complex demands of in-store analytics, visit frequency and duration, gender report and much more.

All data is available through our powerful online software Xperio. We have no fixed terms and always create customised and flexible solutions for our clients.

## The Platform and how it works





- 3D Stereo Vision Technology
- Wide View Angle
- No need of recalibration
- Data storage up to 4 month
- Data Privacy





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If device fail to connect, the support staff gets instantly a notification

Server: NODSL003  
Company: IMAS Norway  
Site: Trondheim  
Camera Description: Trondheim - Nordre gate syd 4 Ark Brun  
Camera MAC: 00:b0:9d:c9:bb:5c  
Camera IP Address: 192.168.1.11  
Alert Type: System Alert - Trondheim - Nordre gate syd 4 Ark Brun  
Alert Time: 2016/03/31 12:55:04  
Error Start Time: 2016/03/31 12:16:33

Alert Message:

The camera is not reporting good metric statuses.



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<b>Entrance Location:</b>		403			
<b>AVI Date:</b>		18-Apr-2016			
<b>Start Time:</b>		15:00			
<b>End Time:</b>		15:20			
		<b>Arrivals</b>			
<b>Sample Accuracy</b>		99,1%			
<b>Error Rate</b>		0,9%			
<b>Arrivals Averaged over 15-min Intervals</b>					
		System	Actual	Difference	
	Count	Tot	Tot	of Totals	Error %
15:00	15	173	175	2	1,1%
15:15	15	46	46	0	0,0%
15:30					
15:45					
16:00					
16:15					
16:30					
16:45					
17:00					
17:15					
17:30					
17:45					
18:00					
<b>Total</b>	<b>30</b>	<b>219</b>	<b>221</b>	<b>2</b>	<b>0,6%</b>
<b>15-Min AVG</b>		<b>109,5</b>	<b>110,5</b>		<b>0,6%</b>
<b>Std Dev</b>		<b>89,8</b>	<b>91,2</b>		<b>0,8%</b>
<b>Min</b>		<b>46,0</b>	<b>46,0</b>		<b>0,0%</b>
<b>Max</b>		<b>173,0</b>	<b>175,0</b>		<b>1,1%</b>

Validation report. Divided in minutes

Arrivals Averaged over 1-min Intervals							E:
Zone Name:	Zone ID:						
Time Period	System	Actual	Diff	Bin	Freq.	%	
15:00:00	8	8	0	0	18	90,0%	
15:01:00	5	5	0	1	2	100,0%	
15:02:00	12	12	0	2	0	100,0%	
15:03:00	11	11	0	3	0	100,0%	
15:04:00	13	13	0	4	0	100,0%	
15:05:00	6	6	0	5	0	100,0%	
15:06:00	14	14	0	6	0	100,0%	
15:07:00	21	22	1	7	0	100,0%	
15:08:00	8	8	0	8	0	100,0%	
15:09:00	12	12	0	9	0	100,0%	
15:10:00	12	12	0	10	0	100,0%	
15:11:00	14	15	1	More	0	100,0%	
15:12:00	11	11	0		20		
15:13:00	14	14	0				
15:14:00	12	12	0	<i>Page Summary Information</i>			
15:15:00	13	13	0	2	60 sec interval w/ error > 0		



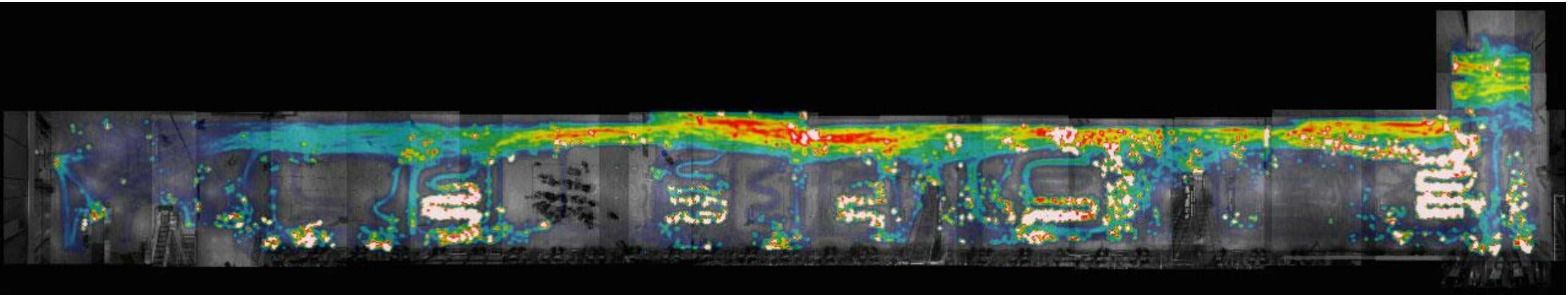
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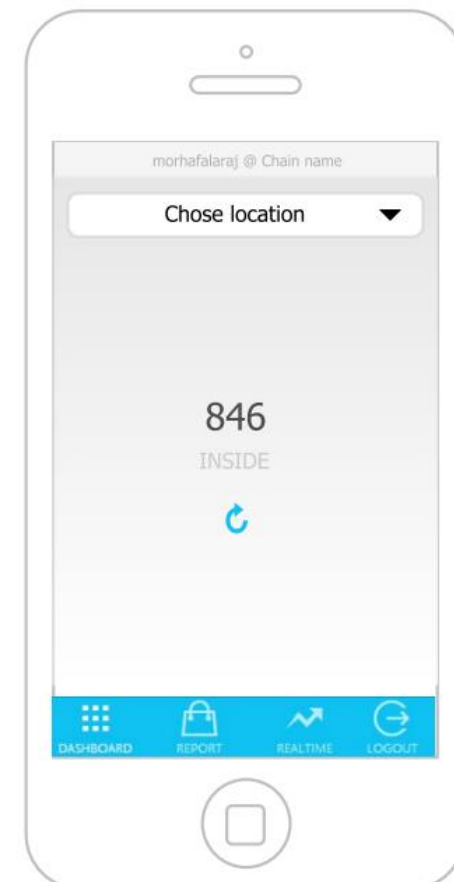
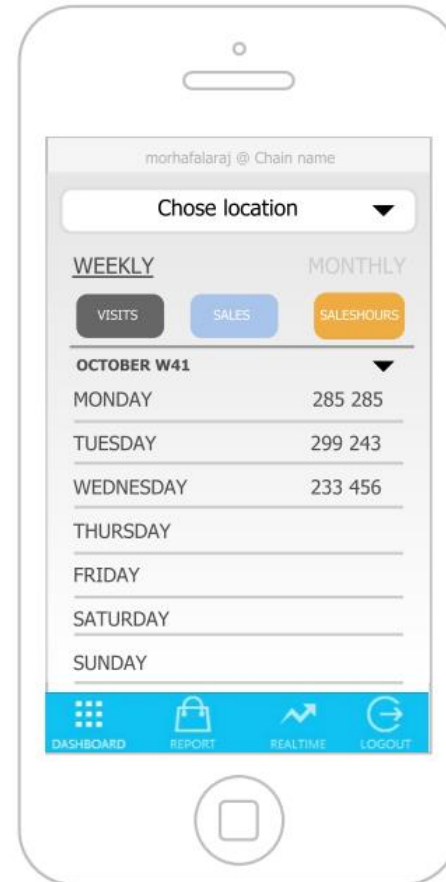
Check-In  
Copenhagen Airport





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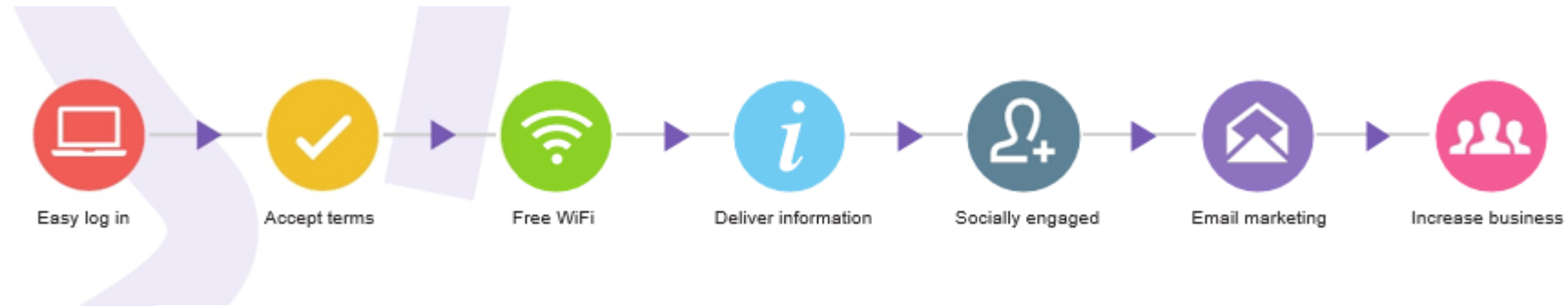


## Profile

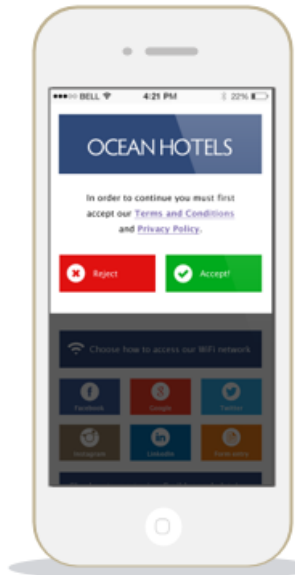
Gender and Age

Get to know the demographic profile of your visitors, fully anonymously. An in-built algorithm is able to categorize faces.

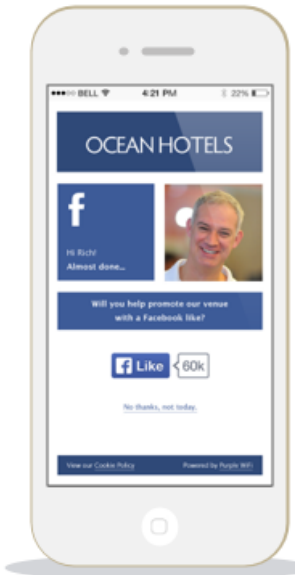




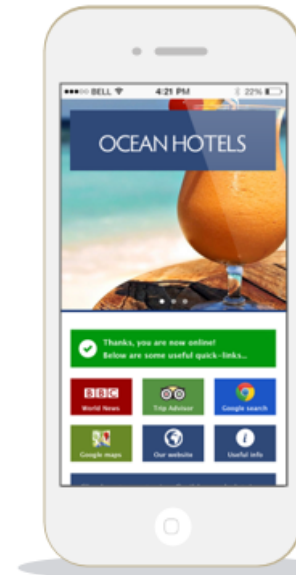
Splash screen



Accept terms



Give venue a mention



Online splash



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## Some of our clients are:

Accessorize

Amfi

Björklund

Br-Leksaker

Breuninger

Cecil

Commerz Real

Esprit

Gullfunn

Hornbach

Klepierre

KLP

Metro Group

New Yorker

Nille

Peek und Cloppenburg

Sektor

Steen & Ström

Stockholms lokaltrafik

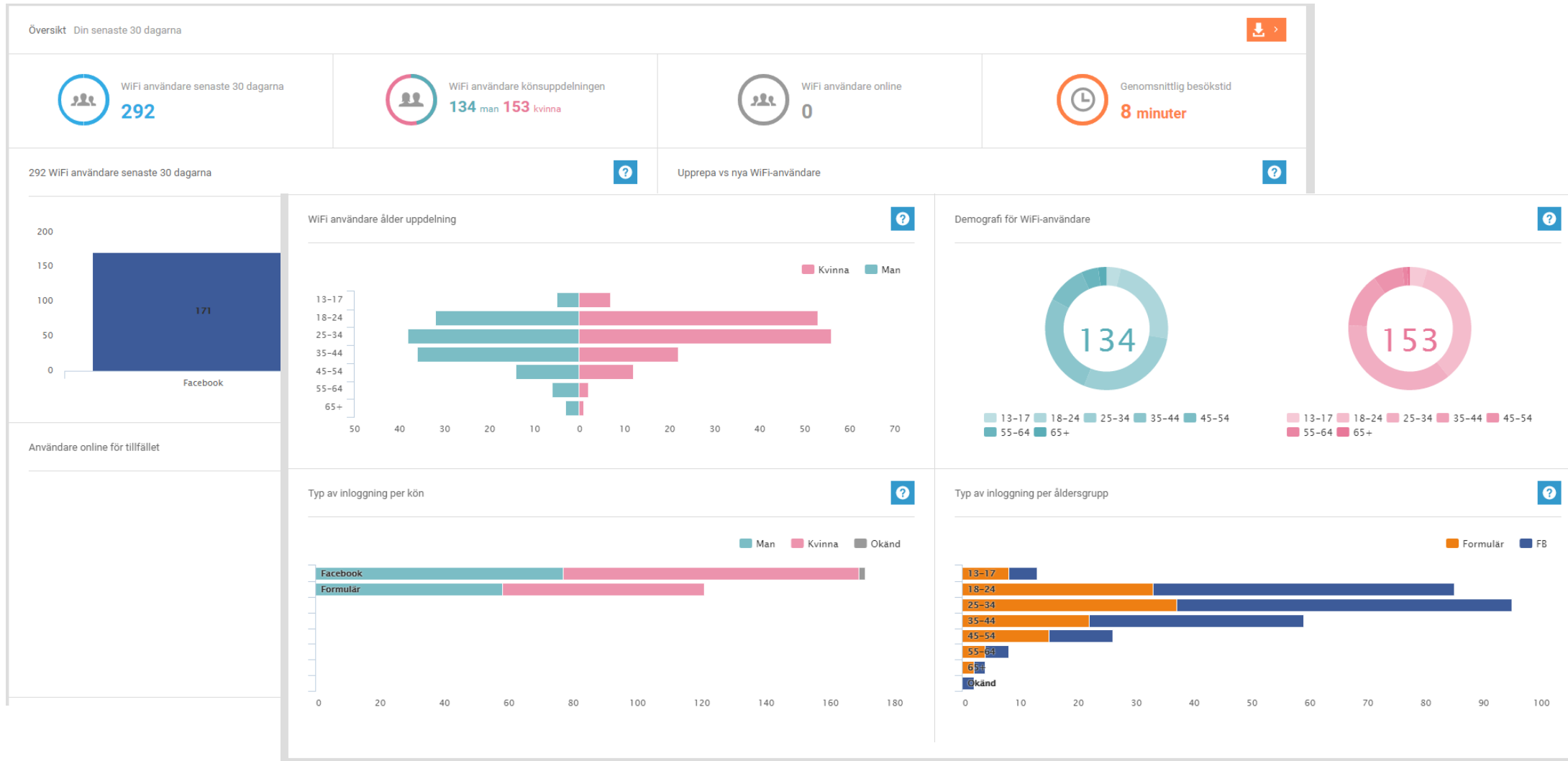
Street One

Terminal 21

Thon Shopping

Toys R us

Times



Purpleportal

