

# Release TrueView Queue®

Tuesday, 04 March 2014



## The Next Big Step in Queue Management

Today we are very happy to share the news that we are releasing TrueView Queue®, developed especially for queue management and analysis. We have been talking to several partners both at the NRF Big Show in New York and at Euroshop in Düsseldorf and the message is clear - queuing is one of the most critical and emotional parts of a retail operation. Not surprisingly, research shows that queuing at the checkout is the main cause of customer dissatisfaction in retailing. Short wait times together with optimum deployment of personnel at the checkout are therefore key to enhance the customer experience and encourage spending. You can read all about TrueView Queue® below.

With the launch of TrueView Queue®, we have also added the support of queue data to TrueView Web Report® where we now release version 3.2. If you are already running TrueView Web Report® and have questions on how version 3.2 can become available to you, you are most welcome to contact our sales representatives for information, demo licenses and dialogue about your particular needs.

Finally in addition to our European support operations, our US pre- and post-sales support is now in operation and provides telephone support weekdays from 08.00-17.00 EST.

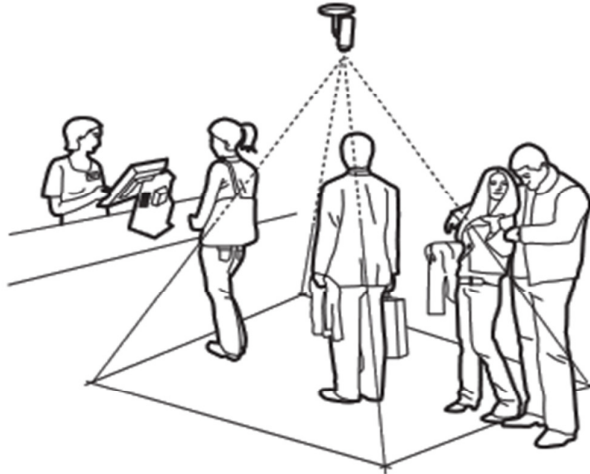
Stay tuned for further product releases in our next newsletter!

Best regards,  
Cognimatics

### Description

TrueView Queue® is a powerful tool that runs fully embedded on standard Axis network cameras. Using the latest research in intelligent video and image analysis, TrueView Queue® detects queues at check out lines and/or ticketing that exceed thresholds, prompting additional allocation of staff. TrueView Queue also allows possibilities to analyse for how long time queue has been present and how queue time has fluctuated over the cause of the day, providing retailers with the possibility to compare store locations and improve staff planning.

TrueView Queue® helps get staffing right, provides average number of people in queue and information about the length of the queue (low, mid or high).



*TrueView Queue® embedded for Axis network cameras.*

#### Features

**Measure activity in up to three interest regions:** Determine whether to monitor queues or hot spots in your store.

**Get notifications of unwanted activity:** Sends alarms automatically when the queue is too long/too many people.

**User friendly:** Easy to install and configure on existing Axis network cameras. Installation can be done by local staff with basic network experience.

**Data storage and management:** Follow up on historic queue activity, using built-in graphs. Push counting data automatically from camera to TrueView Web Report®.

COGNIVATICS

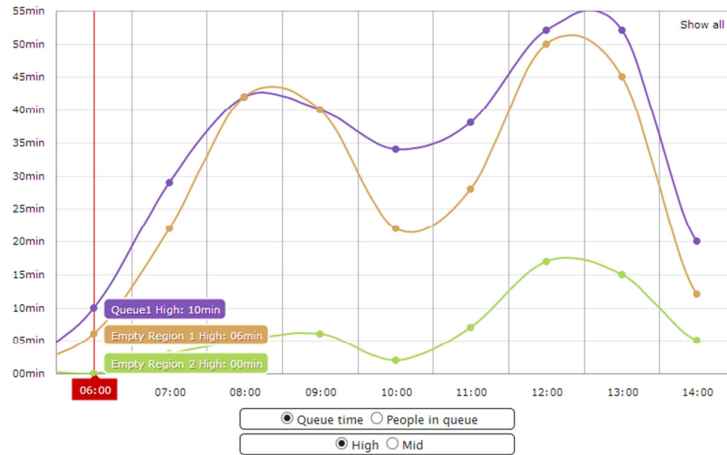
Statistics Live view Settings Help

TrueView Queue™

Live view

Queue1  
≈ 4 people in queue

In cooperation with  
**AXIS**  
COMMUNICATIONS



### Screenshots of TrueView Queue®

Want to learn more?

For more information or a free demo account please contact us by phone or e-mail.

Information

[Product sheet](#)

[Sample reports](#)

[Manual](#)

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