

# Cognimatics News

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## Estimate Occupancy Levels in a Building

Cognimatics presents TrueView Occupancy<sup>®</sup>, which integrates people counting technology into estimating building occupancy levels and helps derive deeper, more accurate data and actionable analytics about a physical locations' occupancy and utilization – which is growing in importance towards understanding the flow of people within a building, as well as occupancy and other facility trends.

For an entertainment venue, convention center, high street retail shops, and shopping malls, occupancy is an indicator of the revenue opportunity. For transportation centers and healthcare centers, it is a measure of demand and important for service planning, as well as in all public spaces where the maximum occupancy is stipulated.

### Description

Traditionally, occupancy levels in a given space, are estimated by the amount of IN passages minus the amount of OUT passages. Considering that no people counting solution is 100 % accurate, any missed counts or double counts will be accumulated throughout the day. This has a small effect on visitor reporting, but may result in a potentially large discrepancy when calculating occupancy.

TrueView Occupancy<sup>®</sup>, which is built upon the famed TrueView People Counter<sup>®</sup>, uses a patent pending counting algorithm that has been developed to continuously analyse behaviour of visitors, and calculate an average visit time. The average visit time is then used to filter away counting errors accumulating throughout the day. The output of the application is an estimated occupancy and average visit time at any given time.



*TrueView Occupancy<sup>®</sup> embedded for Axis network cameras.*

### Features

**Monitor in real time the visitor occupancy level at any given location:** Cameras mounted at each entrance and exit report counting data to one master camera, which holds the occupancy level for the entire area.

**Receive notifications if occupancy exceeds a user defined threshold:** Solution immediately triggers an alarm from the IP network camera (email, sms, I/O ports, plays a sounds file, etc) upon threshold breach.

**Reduce energy consumption by aligning building use to energy demand:** Integration possible with third party BMS/BAS systems.

**Visually inform employees how many visitors are currently within the area:** Occupancy levels can be sent directly to an auxiliary display.

**Improve your staff planning and determine optimal opening hours:** Based on historical occupancy levels and average time spent within the location.

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Statistics Live view Settings Help

TrueView Occupancy® 0137

Live view

	In	Out
2 seconds ago	0	1
5 seconds ago	0	1
19 seconds ago	3	0

Accuracy

In ↓ Out ↑  
1172 422

Total in	Total out
1540	1253
Occupancy	Average Time
179	35 min

In cooperation with  
**AXIS**  
COMMUNICATIONS

*Screenshot of TrueView Occupancy®*

For additional information or a free demo license, please contact us by phone or email.

Information

[Product sheet](#)

[Manual](#)

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