

FOR IMMEDIATE RELEASE

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Cognimatics launches a 3D people counting solution at NRF Big Show in New York

Cognimatics, the world leader in embedded analytics, announced today that it is launching and presenting a 3D version of its successful TrueView People Counter® at NRF Big Show on January 15th in New York, USA. The new application named TrueView 3D People Counter® is developed especially for the AXIS P8804 stereo sensor kit.

Sweden based Cognimatics, acquired by Axis Communications in 2016, has been pioneering the development of embedded analytics for over a decade with applications for footfall analysis, queue measurement, occupancy and demographics. A 3D version of the globally renowned TrueView People Counter® has been high on the wish list from Cognimatics' partners.

"Cognimatics has been very successful with its TrueView People Counter. With the 3D capability version and Axis stereo sensor kit we are jointly able to provide a solution for most people counting situations in retail and will further strengthen our offering in the retail segment," says Johan Åkesson, Global Director of Retail at Axis Communications.

TrueView 3D People Counter® will complement the current 2D offering with enhanced capabilities for challenging light conditions for example strong sunlight and shadows, high-density flow conditions and lower ceiling heights.

Cognimatics is exhibiting with Axis Communications at NRF Big Show and is present in booth #1734, January 15^h-17th 2017.

Facts TrueView 3D People Counter®

- 100 % embedded.
- Mounting height: 2.4 meter to 4 meter, learn more at <http://cognimatics.com/Admin/Height-and-Width-3D-People-Counter>
- Compatible with AXIS P8804 stereo sensor kit
- The application is available through Cognimatics ordinary channels <http://www.cognimatics.com/Where-to-buy-contact> as of February 1st and AXIS P8804 stereo sensor kit through Axis ordinary channels <http://www.axis.com/se/sv/where-to-buy>

About Cognimatics

Cognimatics has a long and strong track record in people counting. Via a global network of distributors and system integrators, the company had sales to more than 70 countries last year. Many of the most successful retail chains in the world use Cognimatics' products to improve their performance and enhance the customer experience. Founded in 2003, Cognimatics is a Swedish company, with a team of world leading researchers from the field of Video Analytics. Cognimatics technology rests on a sound scientific foundation and is often praised for its accuracy. Cognimatics was acquired by Axis Communications in June 2016.

For additional information please visit Cognimatics website: <http://www.cognimatics.com/Products/TrueView-People-Counter> or please contact: Anna Arwidi, anna.arwidi@cognimatics.com, or via phone: +46 733 722 705