



BRICKSTREAM® 3D SMART DEVICE

PRODUCT DESCRIPTION

Brickstream's intelligent devices represent the next generation of video analytics. Brickstream integrates real time data capture and behavior analytics into one device, providing a common platform for the collection of a wide range of customer behavior data. Now, traffic metrics, queue metrics, service metrics, other in-store metrics are captured and analyzed in a single smart device. Accurate data collection forms the foundation for a robust behavior analytic solution. Brickstream 3D provides that foundation.

ADVANTAGES

Brickstream 3D offers multiple advantages over traditional data collection devices and video analytic platforms. Brickstream 3D utilizes advanced stereo vision technology and patented path tracking technology to provide accurate data under a broad set of environmental conditions such as high traffic and dynamic lighting in both indoor and outdoor environments. Based on 3D information, the system accurately distinguishes between children, adults, and other objects such as shopping carts. Path tracking technology collects time, location, height, speed, mass, and direction of travel, enabling sophisticated behavior analytics, beyond basic counting capabilities.

Integrating stereo vision capture and analytics processing at the edge in a purpose-built device reduces total cost of ownership by eliminating the need for additional computers or bandwidth. An integrated web server enables complete configuration and management via standard web browsers either locally or remotely over a LAN/WAN. The system scales by simply adding additional devices to the network. Industry standard 802.3af Power-over-Ethernet is supported to facilitate utilization of existing networking infrastructure and network management tools. Brickstream 3D deployments are managed by Brickstream Device Manager, an enterprise software package facilitating remote management and configuration of Brickstream 3D devices.

Brickstream's BehaviorIQ® platform supports the collection and warehousing of Brickstream 3D analytics and integration of external data sources (POS).



Built-in analytics
Superior data capture



KEY FEATURES

- Collects and stores metrics at one minute intervals
- Simultaneously counts adults, children, and shopping units in separate data streams
- Filters objects based on height, shape and size, i.e. children, shopping carts, and strollers as desired
- Robust and accurate metrics across a broad set of environments: indoor/outdoor and high traffic
- Adjusts automatically to environmental changes such as lighting and temperature
- IP addressable, enabling remote management and support, including software upgrades
- No PC required in the store
- Simple, intuitive web interface provides full device configuration and management capabilities
- Easy, unobtrusive, overhead mounting with support for oblique views. Devices available in white and black.
- Supports scheduled streaming digital video output for remote data validation
- Flash memory stores configuration settings and up to 80 days of data
- Data packaged in XML packets and delivered over HTTP protocol, FTP, or daily e-mail
- Digital IO for external device and system integration
- Up to 32 discrete zones available for metric collection



PACKAGING	
Device Dimensions	2.6" x 6.1" x 1.3" 66mm x 155mm x 33mm
Lens Options	Ranges from 2.0mm to 6mm supporting heights from 8 feet up to 33 feet (2.4m to 10m)
Enclosure	Plastic Colors: white or black
Field Upgradeable	Supports software upgrades over TFTP
Power	Maximum 4.5Watts Power-over-Ethernet or 24 Volts DC external
Weight	0.4 pounds / 0.2 kg
LEDs	3 tri-state (red, amber, green)

NETWORK	
Cabling	Category 5e
Ethernet	Single channel 10/100Mb Ethernet
Addressing	DHCP or Static IP
Protocols	TCP/IP, DHCP
Time Synchronization	SNTP, Daytime Protocol, Proprietary
Data Delivery	HTTP, SMTP, FTP
Secure Data Delivery	HTTPS, FTPS
Software Upgrade	TFTP

ABOUT BRICKSTREAM®

Brickstream is a leading provider of behavior intelligence solutions for understanding human behavior in the places where people shop, gather, work and play. Brickstream's technology intelligently captures and analyzes data related to the actions of people as they enter, move through and exit an environment, delivering the equivalent of clickstream analytics for the brick-and-mortar world and surveillance to improve security. Premier retailers, grocery chains, hospitals, banks and others use Brickstream to understand more about their customers and visitors, and draw on the insight gained to enhance customer service, optimize resources, reduce loss, enhance security and maximize economic opportunities. Headquartered in Atlanta, Brickstream has the largest installed base of 3D analytics smart devices worldwide, a global network of partners, and regional offices in Europe and Asia.

For more information, email us at info@brickstream.com or call 1-866-BRICKSTREAM.