Counter Intelligence - Reconnaissance Counter

Kudos Solutions has created a link with a Reconnaissance Counter which counts the number of people entering and exiting a store.
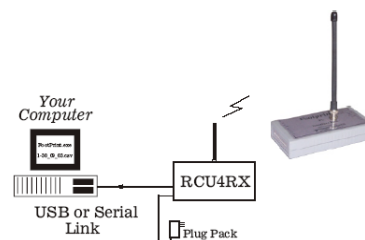
This is specially designed to provide you with an easy to use tool that provides data in the form of people counts on an hourly basis to help you increase your profits. Due to the Reconnaissance Counters impressive performance at a realistic price, coupled with outstanding reliability and ease of use, the Footprint Reconnaissance Counter is becoming the choice of modern business organizations throughout the world.

The Reconnaissance Counter data is vital to enable you to monitor critical aspects of your customer movements. An increasing number of retail companies rely on the use of Reconnaissance Counter technology to provide information about the traffic flow throughout their stores. When the Reconnaissance Counter data is matched against actual sales made, you can accurately track your sales conversion rates. The difference between these two figures is how many sales you are missing out on. If you can increase your conversion rate then you will increase your profit.

The preferred installation of the Counter Intelligence is with a wireless unit as this makes installation simple without the ongoing worry of cable and plugs. The Wireless system consists of an infra red Beam Unit that is mounted

- Tracks up to 4 separate doors at once.
- Hour/Day/Week/Month and Year totals.
- Manual or Automatic operation.
- Very Easy to use & install.

Your Computer

RCU4RX

USB or Serial Link

Plug Pack

Typical

to look across the doorway and connects to a small wireless transmitter unit and power plug pack. The Reconnaissance Counter unit, with built in receiver, is located next to your computer which connects to via a USB port on your computer. As many POS installations have both serial ports on the computer occupied by EFTPOS equipment this makes installation a breeze.

The Reconnaissance unit operates completely independent of your computer. Because count data is accumulated and stored within the unit for up to one week, there is no loss of data should your computer malfunction.

At Z-Off time Counter Intelligence reads the count information from the unit and includes it in the communications file to Back Office. This information is then posted to the Employee Summary by Time Report to reflect customer account and customer sales ratio's.

The Employee Summary by Time report – shows the sales count, the customer count, the conversion rate and sales value.