



COUNTING TECHNOLOGY

Leading provider of
performance intelligence
and insights

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Information Delivery

Springboard's daily online reporting via www.springboard.info provides users with a wealth of information. Via a confidential login, users can interrogate and collate data over different time periods - by day, week, month, quarter, and year - and between different locations.

A database is available should more detailed interrogation of the data be required, comprising reports in excel file format for ease of analysis. Data is not archived, and so is always available to the user.

Reports are also delivered direct to your inbox on a weekly and monthly basis to ensure that you have at your fingertips graphical representations of the data.



Camera and video transmission device (codec) is installed on site



Broadband connection uploads real time video

Video is counted using counting software - data is checked and published online

The Technology

Springboard's technology monitors pedestrians and vehicles in any type of environment, continuously 24 hours a day, 7 days a week.

A small counting device is mounted on either a building or lighting/ CCTV column, a virtual zone is defined and pedestrians and cars who travel through the zone are recorded.

Visitor numbers are recorded using the very latest counting software based on "target specific tracking". Data is audited each day by Springboard and uploaded daily to an internet server where it is permanently stored.

Target specific tracking software monitors flows by employing a wide range of characteristics to determine a target to identify and track. With origins in defence and security applications, TST software has demonstrated an unrivalled degree of accuracy in internal and external environments, with independent audits revealing a degree of accuracy of between 95% and 98%.

Applications

- Detecting early warning signs of change, so that relevant strategies can be devised and implemented
- Providing a baseline to track performance against, facilitating the setting and measuring of pedestrian count targets
- Providing an objective measure of attractiveness to customers, lessening the reliance on anecdotal evidence of performance or on a sample of sales data which can vary from that of the downtown generally
- Evaluating the success of marketing and promotion by understanding the additional pedestrian count generated during an event or as a result of a promotion
- Identifying the contribution of capital improvements - both during and on completion - in terms of increasing customer numbers
- Understanding patterns of activity and how they vary over time and between locations which can inform strategy setting and implementation
- Providing data required by inward investors to evaluate a decision as to whether they should invest in a town centre
- Identifying over or under-performance by benchmarking against national and regional averages and peer groups to establish whether increases or decreases in footfall are in line with general trends

Specification

Steel Box Dimensions:

Height: 360mm
Diameter: 152.4mm
Weight: 6.71kg

Electrical Power:

TST3500: 12v 0.37amp 4.44w
Modem: 12v 0.52amp 4.8w

The system requires 230v 3amp supply, in the form of a dedicated fused spur or an electrical receptacle. We can connect into existing electrical supplies. For Canada and the US our system will work on 110v. Our Engineers can install/connect to any specified connection type.

Connection Requirements: Either connection type must be enabled for NAT and publically accessible.

3G: The system requires a Publicly assigned FIXED ip address. An inclusive data package of 1gb is essential.

ADSL: Again the system requires a FIXED ip address. For multiple sites connected via a single connection it is worth noting that the TST will require two ports opening (two per device). It is essential that there is not a data cap attached to the line.

Mounting: The unit will be attached to the building using 4 x M10 Coach screws. Each Screw is capable of holding a tonne. A cable will be fed from the counter to the nearest electrical supply for permanent connection.