

Why Falcon by ELMNTX Use Visitor Counting Technology

Smarter Insights.
Better Decisions.
Stronger Stores.



Understand Footfall



Improve Store Performance



Increase Conversions



Real-time Visitor Insights



Data-driven Decisions



Optimize Store Performance



Boost Sales & ROI

Let's talk Mall Analytics

Edge AI Processing

Inference runs on-device sub-second response, no cloud dependency, full data privacy.

Crowd Behaviour Analytics

Density heatmaps, dwell time, flow direction and congestion alerts

Footfall & People Counting

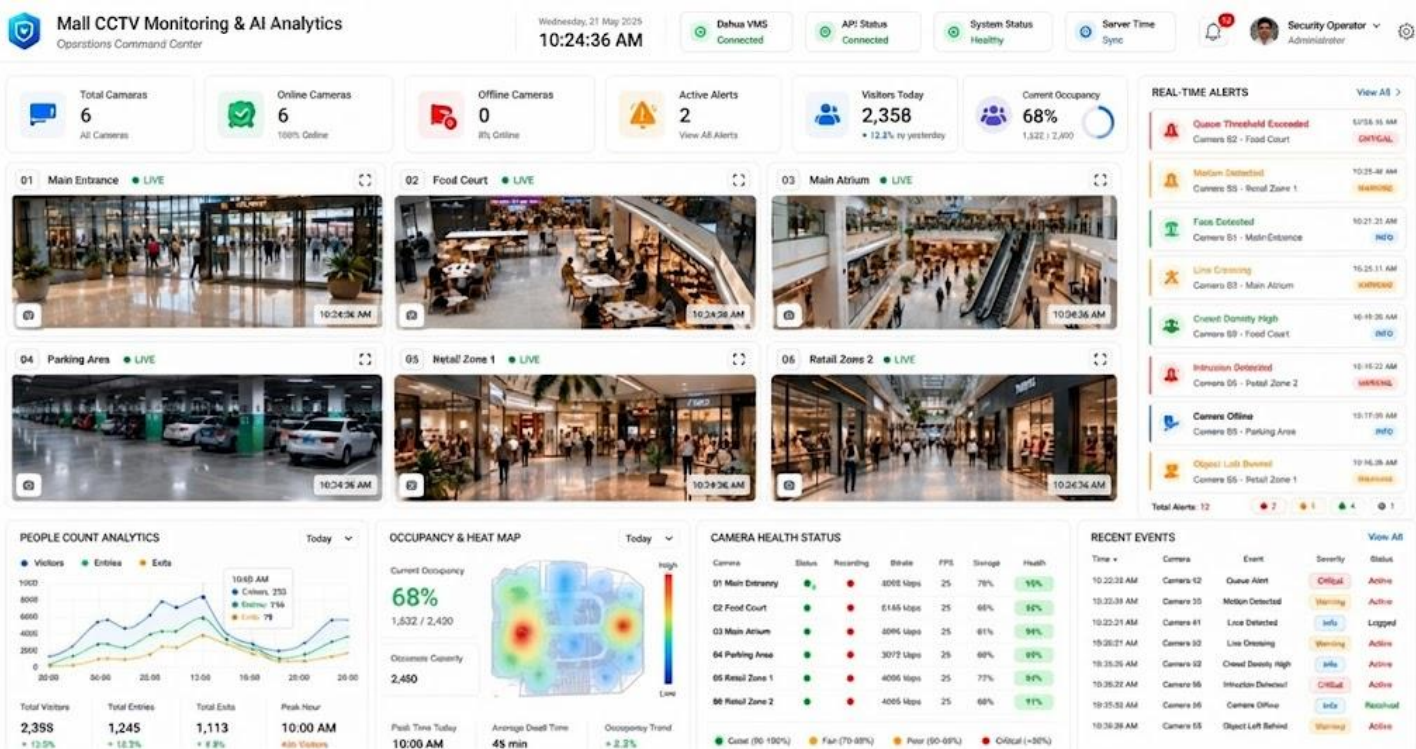
Accurate real-time counts across entrances, corridors and zones.

Intelligent VMS Integration

Works with your existing cameras and VMS — no rip-and-replace.

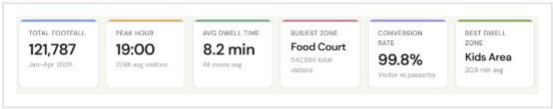
Incident Monitoring

Automated detection of falls, loitering, breaches and safety events

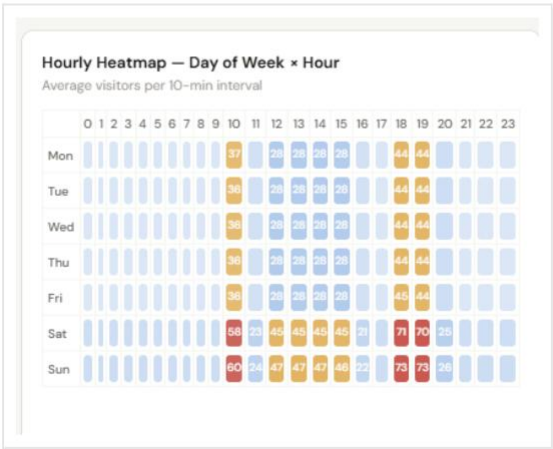


Footfall & People Counting

Falcon counts every entry and exit in real time — by zone, by hour, by day — turning raw camera feeds into a live census of your space.



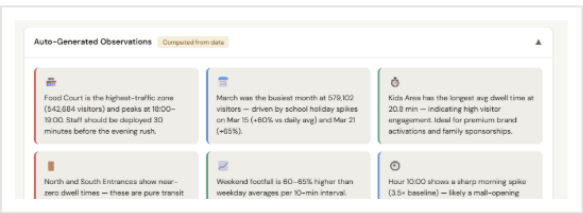
Live KPI summary — total footfall, peak hour, dwell time, conversion.



Hourly heatmap — day of week × hour.

Incidents, Edge AI & VMS

On-device inference detects falls, loitering, breaches and crowd-safety events the instant they happen — no cloud round-trip — and plugs directly into your existing VMS.



Auto-generated operational insights.

Business impact

- **Staffing** — deploy people where and when footfall data says they’re needed.
- **Safety** — catch capacity and incident risk before it escalates.
- **Conversion** — turn passerby traffic into engaged, measurable visits.



VISITOR TRACKING INSIDE MALLS

Track visitor footfall, Map visitor flow, identify peak traffic zones, and understand dwell time.



PLATFORM AT A GLANCE

- Deployment**
 - On-prem edge appliance + cloud/VMS console
- Camera compatibility**
 - ONVIF-compliant, multi-brand, existing CCTV
- Core detections**
 - Footfall, dwell, queue, density, incidents
- Demographics**
 - Age band & gender, anonymised & aggregated
- Alerting**
 - Real-time push, SMS/email, control-room feed
- Reporting**
 - Power BI-ready, API & scheduled exports
- Scale**
 - Single site to multi-site portfolio rollout

