

Let's talk Mall Analytics

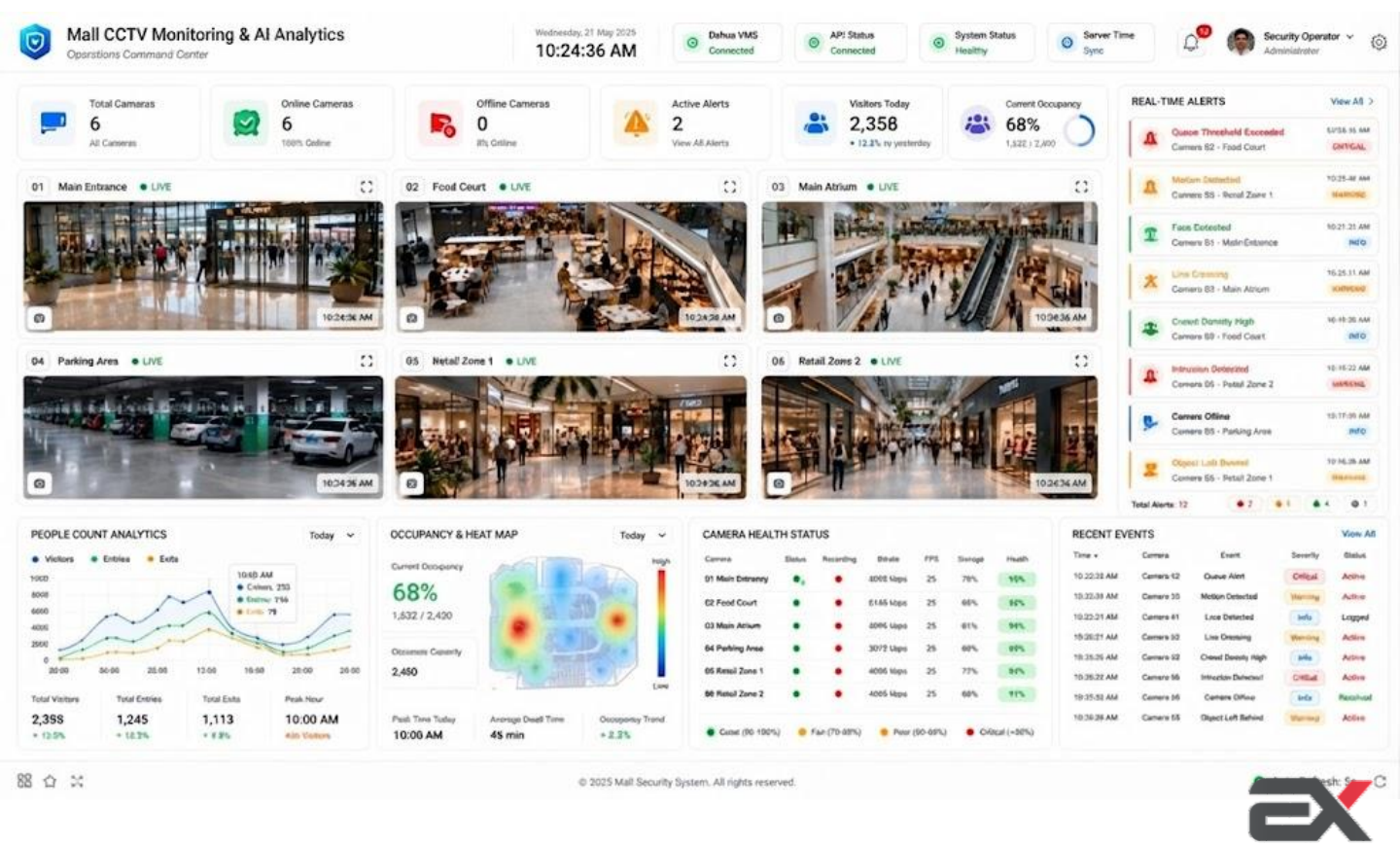
Footfall & People Counting
Accurate real-time counts across entrances, corridors and zones.

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

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

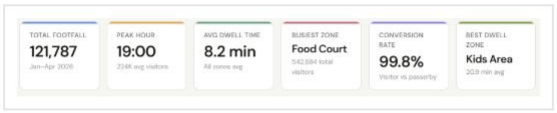
Crowd Behaviour Analytics
Density heatmaps, dwell time, flow direction and congestion alerts

Incident Monitoring
Automated detection of falls, loitering, breaches and safety events

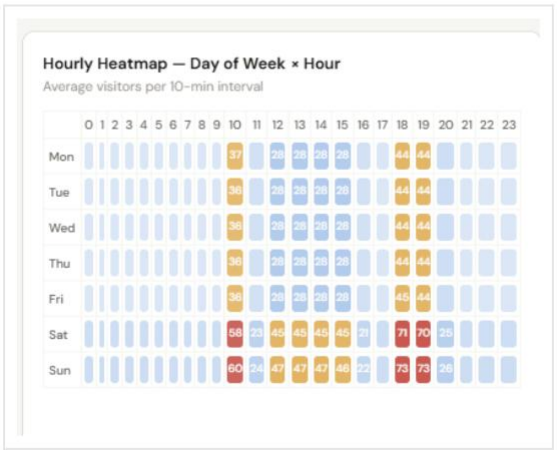


Footfall & People Counting

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.



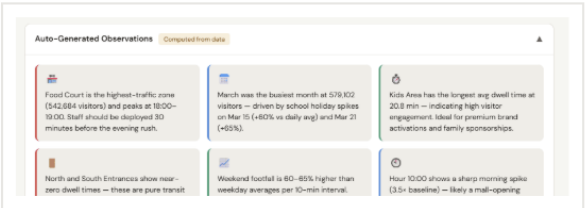
Live KPI summary — total footfall, peak hour, dwell time, conversion.



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.



01	02	03	04	05
Facial Recognition & Access Intelligence	PPE & Safety Compliance Monitoring	People Counting & Density Mapping	Vehicle Recognition & Parking Management	Crowd, Perimeter & Intrusion Detection



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 rollup

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