

WHAT OUR CUSTOMERS HAVE TO SAY

"Our Infodev system is very useful to help evaluate the effect of changes in our mall. We discovered for example that the traffic went from 2500 to 7000 people a week in one area of the mall after the arrival of a new tenant. We also discovered that some entrances were used more than we thought. We can now see trends in our human traffic and be proactive in our decisions."

Michael Belcastro, VP Leasing  
Seaway Mall, Ontario

"Despite environmental constraints and the high visitor flow in the casino's entrances and exits, the system maintains its counting precision above 95%, which we we consider high accuracy. Moreover, the system is quite reliable, no counter or interface having failed since the installation."

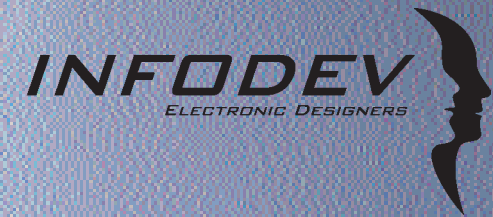
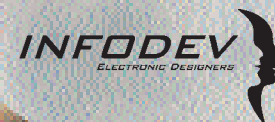
Richard Gingras, Chief of Service, Surveillance and Investigation  
Montreal Casino, Canada

**Recent Projects:**

JUNE 2003 - Value Retail (Italy) - For the first time in Italy, Infodev installs its people counting system at the Centro Fidenza in Milan/Bologna to provide the Value Retail group with accurate and reliable human traffic data for that centre. Using our software, this data can be used to assess the effect of promotional events on the number of visitors.

Agua Caliente Casino (USA) - The Agua Caliente Gaming Commission has chosen Infodev as its provider of customer traffic assessment systems for its two prestigious casinos. Our highly advanced networked counting systems will be installed in their beautifully renovated SPA Casino in Palm Springs and in the new Agua Caliente Casino in Rancho Mirage, California. Infodev's reputation for the highest level of reliability and precision made their decision easy.

Ivanhoe-Cambridge - Québec (Canada) - One of the largest shopping centre companies in Canada has chosen Infodev as its official supplier of pedestrian counting systems.



TECHNOLOGY YOU CAN COUNT ON

Counting &  
Analyzing  
Your Traffic is  
as Easy  
as 1...2...3...

CLICK  
TECHNOLOGY

[www.infodev.ca](http://www.infodev.ca)



# ABOUT US

Infodev Electronic Designers Inc. provides state-of-the-art pedestrian monitoring systems.

World leader in the field of technologically advanced pedestrian monitoring, we design and manufacture a broad range of reliable and accurate counting solutions that provide shopping centres, retail and department stores, museums, casinos, and public transportation companies with the information and service they need at the most competitive prices.

Our specialized pedestrian sensors for overhead and lateral counting in doors and wide passageways are available wired or wireless and, unique to Infodev, AC or battery-powered. This combination ensures the utmost flexibility to tailor the system to your facility's needs.

Our aim is to provide you, our customers, with top quality customer service and the ability to maximize your centre's profitability.



**For more information on our portable or complete center monitoring systems, give us a call today**

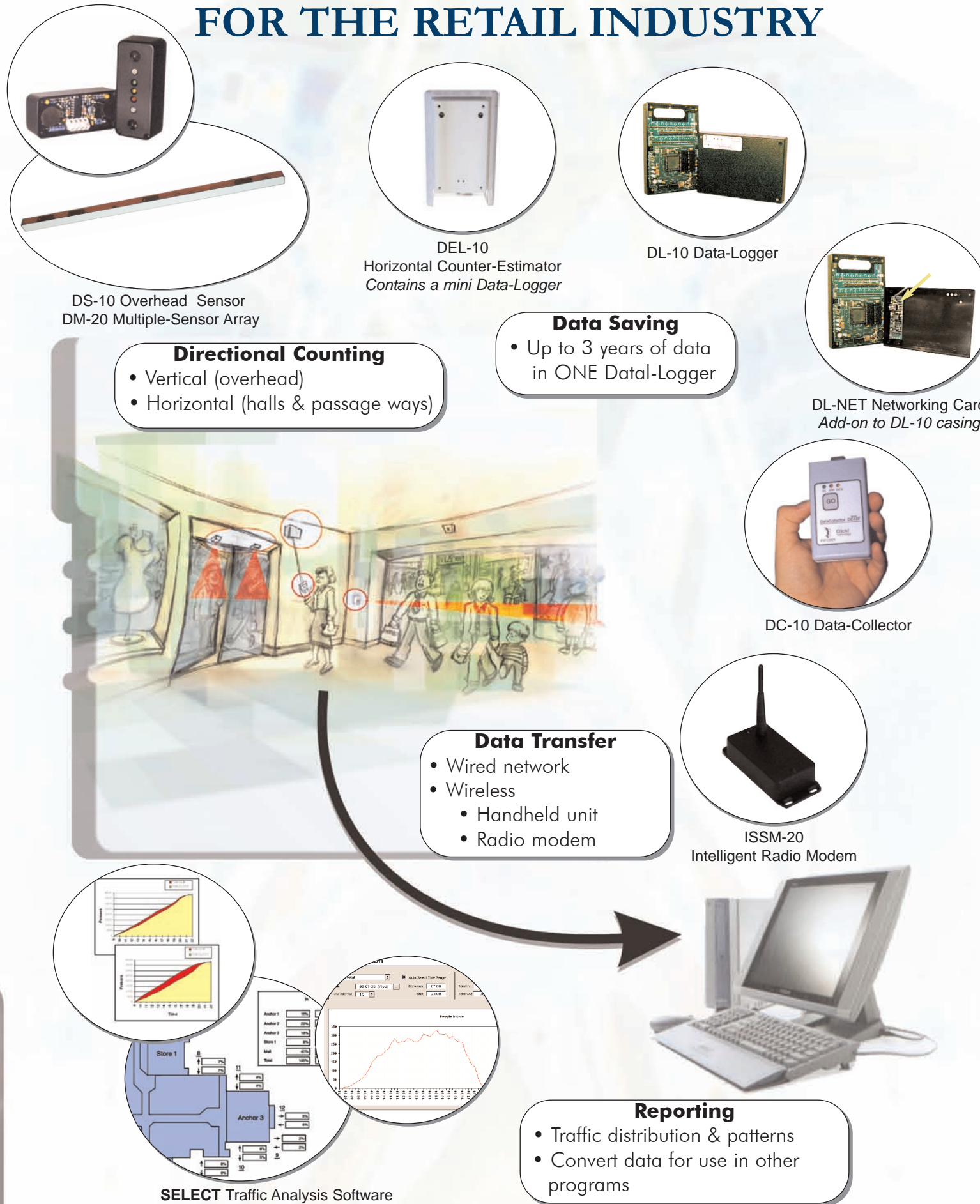
**1-418-681-3539**

**or visit our website at [www.infodev.ca](http://www.infodev.ca)**

1995 Frank-Carrel, Suite 202  
Quebec, QC, CANADA, G1N 4H9

Tel.: (418) 681-3539 Fax.: (418) 681-1209  
Email: [info@infodev.ca](mailto:info@infodev.ca) Web: [www.infodev.ca](http://www.infodev.ca)

## USER-FRIENDLY AUTOMATIC COUNTING FOR THE RETAIL INDUSTRY



## WIRED OR WIRELESS?

Infodev is the only company offering Click Technology systems that require no cabling of a shopping centre.

Wireless systems are becoming an industry standard. Infodev is proud to be at the forefront of this movement. Installing wires in a center may represent 25% to 50% of the total project cost.

Think of the savings to your bottom line results...another reason to talk to us.

Measuring traffic in your centre is finally simple, inexpensive and fun: Our user-friendly software will present the information and reports you need to market your center effectively in an easy-to-understand way.

Our latest software, Trends, gives you insights on your traffic patterns. With innovative views, see key derived traffic information and people inside in various 3D graphs and colour charts, all that at a speed a thousand times faster than the previous version.

## START COUNTING

**Click Technology gives your shopping center the competitive edge :**

- Analyze pedestrian traffic by entrance
- Know the average time spent in your centre
- Assess promotional events
- Identify peak traffic times
- Attract new stores and retailing concepts
- Gain a lease negotiation advantage
- Adjust your centre's marketing strategies
- Calculate how many potential customers passed by a retail store vs. the number of stores visited
- Analyse buyer conversion
- Assess a retailer's visual marketing
- Maximize profitability