

WHAT OUR CUSTOMERS HAVE TO SAY...

“We insist on expressing our complete satisfaction in regards to the quality and reliability of the counting system, as well as the services provided by your company. Over the years, we have been able to rely on fast, courteous and efficient service.”

*Marc Delaunay, Administration and Communications Director
Quebec National Fine Arts Museum, Canada*

“We're pleased to say that the Infodev equipment currently installed on Lowfloor buses has met our accuracy requirements. If all projects went as well as this one, life would be a breeze.”

*Joel Koffman & Brian Barclay, APC Technologies
Ottawa-Carleton Regional Transit Commission (OCTranspo), Canada*

“The Installation of the Infodev Passenger Counting Equipment into a Melbourne tram has now been exhaustively trialed and tested and the results were excellent. The tram company claims that the equipment provided a 97% accuracy count of the number of passengers utilising the tram and this would be extremely beneficial, as their revenue is based on passenger usage.”

*Noel Carlyle, Commercial Manager
Translink, Australia*

“We wish to extend our appreciation to your installation team. They arrived and managed to install all of the traffic counters under chaotic pre-opening condition and do so without interference or interfering to the general work taking place in preparation of the opening of the centre. Likewise, we have found the system support rapid and reliable.”

*Walter Kleinschmit, General Manager
Kingdom Centre, Riyadh, Saudi Arabia*

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**AUTOMATIC PEOPLE COUNTING
SYSTEMS**

ABOUT US

Infodev's core business is counting people electronically, wherever they are: in retail environments (shopping centres, stores), casinos, museums, train and bus stations, airports, and in vehicles (bus, light rail, train). We design and manufacture accurate, reliable and easily installed automatic people counting systems delivered with unsurpassed customer service and support. Our leading edge technologies set the standards.

Our specialized people counting sensors offer overhead or lateral counting in doors and wide passageways within a wired or wireless installation and, unique to Infodev, AC or battery powered portable systems. This combination ensures the utmost flexibility for your facility. With thousands of sensors and loggers installed in hundreds of locations throughout the world, economies of scale and our experience make them the simplest and most cost effective systems available anywhere.

Infodev is not just a reseller or an integrator, but a true innovator. We design the electronics, the optics, the packaging and the software. We manufacture and install our products. We offer other products for the transit industry: traffic light priority, automatic vehicle localization (AVL) and preventive maintenance data acquisition. Request a quote today and see your business under a whole new light!

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C.E.O.

WHY CHOOSE INFODEV AS YOUR COUNTING SYSTEM PROVIDER?

We are not a Reseller or Integrator

Infodev is not a reseller or integrator, but a real creator of electronic systems. We have a strong expertise in electro-optical systems, low power circuits, GPS, and complex algorithms. In fact, Infodev offers the widest range of technologies in the industry, making it easy for us to tailor your counting system to your needs and requirements.

We Help you Save on System Cost

We are now offering a procurement option that allows the acquisition of your passenger counting system at half the cost while affording you the services of Infodev's expert staff. This staff of people counting professionals will analyze your hardware operations, process your data, produce the common reports and place all this information in a designated location on your web site. This means that your organization buys the equipment and Infodev will do the rest. This procurement method could cut the implementation costs by nearly fifty percent.

We are the Counting Specialists

We are the only successful company counting people both in buildings and in transit. This variety of markets gives us great stability and makes for a large volume of operation, which enables us to offer the best prices in the people-counting industry.

We are Dedicated Professionals

Our Research and Development team cumulates decades of experience in the field of automated people counting. Our engineers and technicians are dedicated professionals who strive to constantly improve and innovate. Our service experts are knowledgeable, available and prompt to respond to your requests. We know you need your data, and we'll do what it takes to get your system on track and keep it that way.

HISTORY: 10 YEARS OF SUSTAINED INNOVATION

Infodev was founded in 1993 from the merger of two complementary companies: one in data acquisition and electronics design since 1985, and another in application software since 1974. It was the perfect blend of hardware and software.

Before 1993, on the hardware side, the company had developed innovative data loggers and specialty sensors for industrial uses and environmental monitoring. These data loggers, though designed over 15 years ago, are still at the top of their class today.

The company also developed a sound analyser for a cochlear implant along with innovative software so users could tune the implant themselves.

On the software side, the company had developed administrative and scientific applications. For a manufacturer near Quebec, it designed integrated software for all data processing needs that performed all the administrative tasks (sales, orders, purchasing, billing, payroll, and bookkeeping), scheduled all production in the plant and followed all work in progress for all subassemblies.

Once Infodev was founded, we spent nearly a year and a half in pure R&D to explore people counting technologies: ray beams, ultrasonics, pressure, sound, electrical field, microwave, passive and active optics, and video imaging.

We also developed our own Data-Logger to collect and transmit data flawlessly to the management of office computer, as well as Windows-based analysis and reporting software.

We chose the most appropriate sensor for shopping centres and finally offered our system to the market.

It incorporated many firsts:

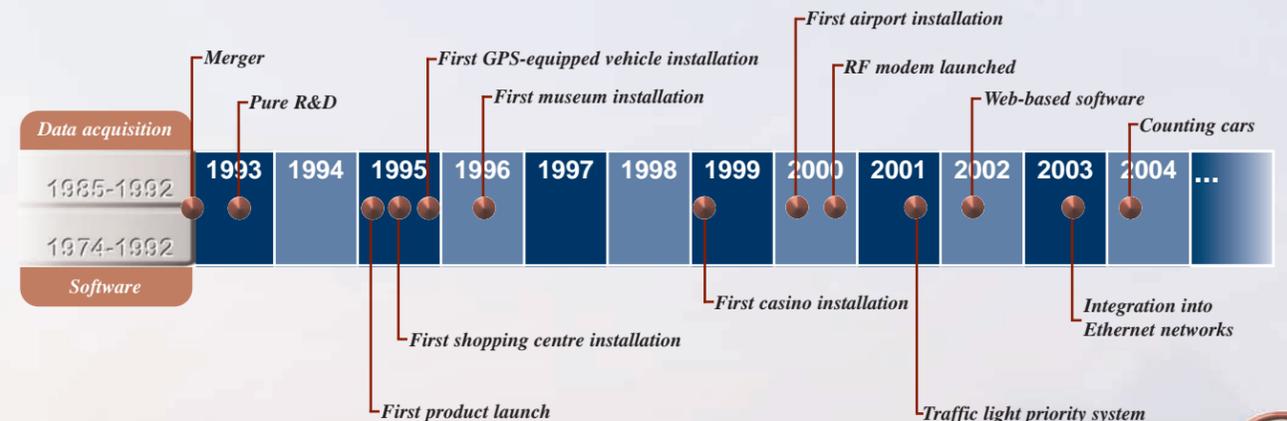
- First directional counting system
- First Windows-based application software
- First portable counting device
- First wireless system
- First system with remote support via telecommunications

Major players such as Cadillac-Fairview and Westcliff rapidly adopted our system. From there we went on to selling to most shopping centre groups in Canada. Luck was on our side: an opportunity to count in buses presented itself.

We developed a new sensor specifically for this situation and modified the on-board computer so that it could work with a GPS receiver and interface with various bus components. From this first client, our system was adopted by most of the transit authorities in Canada. Over the years, our systems have been sold throughout the world: the USA, Mexico, Europe, Hong-Kong, Australia, the UK and many others.

The year 2000 was a turning point: we saw our systems recognized and adopted by US customers on a massive scale. It was also the year of spread-spectrum radio communication used as a means of data transport both in malls and in public transit. We built a whole new system: traffic light priority. We are particularly proud of our latest achievement, integration into existing Ethernet networks. Our systems can now have an IP address and become available from anywhere in the world. In 2003 we introduced our intelligent sensor to the market.

In the next years we will develop many new types of systems, expand our worldwide markets and maintain our foremost position in the field of electronic people counting.



HOW DO WE COUNT PEOPLE?

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Our automatic people counting systems work with the same building blocks, regardless of where they are installed:

- Counting sensors are installed in doors and passageways.
- Data-Loggers receive sensor signals and store the data to memory.
- Data transfer devices take your data from the Data-Loggers to the office computer.
- Analysis software turns huge amounts of data into useful, usable information.

Directional Sensors

Directional counting sensors are installed in selected areas and linked to specialized micro computers (Data-Loggers) which analyze the sensors' signals and store the results in memory for later use. We have developed unique sensors which detect the passage of people, count them, and determine their direction of movement. This technology gives precise and reliable results. We also have innovative sensors for large spaces such as passageways in shopping centres and wide stores entrances.

Data-Loggers

Data-Loggers are multi-purpose computers which can control not only our proprietary human traffic sensors but also any other sensor, for example movement, humidity, temperature, or pressure sensors. The Data-Loggers are small, reliable, rugged, and require very little power. They have enough memory to memorize data for many months at a time.

Data Collection and Transfer

The stored data is eventually sent to an office computer for result analysis and presentation. The link between the Data-Loggers and the office computer can be either wired, wireless via radio or infrared modems, indirect via a dial-up modem or a specialized hand-held microcomputer, the Data Collector. While our radio and infrared modems provide a seamless interface to the office computer, the Data Collector holds comfortably in the hand. All you need to do is go from Data-Logger to Data-Logger and collect their stored data. The Data Collector can even be used when the Data-Loggers are acquiring in environments hostile to wired or wireless networks, such as fields, mines or manufacturing plants.

Software

The data is regrouped in an ordinary office computer. Raw data is immediately accessible in spreadsheet format for use in Lotus, Excel or any other spreadsheet software. Our company has developed specialized web-based software for scientific results analysis and visual presentation.

Directional Counting

Counting people coming into the vehicle or building is important. However, counting people going out is equally important. Directional measurements are the only way to know how many people are inside the vehicle or building at any particular time and how long they stay. Without direction, it is impossible to tell if activity measured at peak hours is the result of many people leaving or coming in. Without direction, how can you tell if people only came for your promotional giveaways or stayed longer and made purchases? Using our directional counters and software, you can receive up to the minute, accurate directional information for all your counting points.

Customer Hours

How attractive is your centre, casino or museum? When is your building experiencing the most quality traffic? Infodev's Customer Hours metrics can provide an answer to these questions. Using our accurate people counting system and software, we can tell you at what time of the day or week there are the most people in your centre, staying for the longest period of time. Because, after all, what good are high traffic numbers if your visitors only stay in to avoid the rain outside? The Customer Hours metrics will tell a promotional day apart from a rainy day in your human traffic statistics.

ACCURACY LEVELS?

Above 95%

Typically 97%

BOTH in vehicles and in buildings.

TRANSIT DIVISION

Counting passengers in vehicles is a unique challenge: we have little control over light conditions, vibration or movement. Moreover, the high number of vehicle types creates widely varied environments where we need to install working equipment.

Counting in vehicles also requires tracking the vehicle on the road. Over the years, we have developed a highly accurate system accompanied with automated data transfer tools and GPS-based tracking applications. Our automatic passenger counting system tells you not only how many people boarded the vehicle, but WHERE and WHEN they did.

Our extended systems can even control traffic lights, provide preventive maintenance information and conduct a vehicle speed analysis to give you a complete picture of your transit system's territory, schedule adherence and ridership.

Our fast and efficient online report application greatly enhances data availability without requiring time-consuming software installation at the users' workstations.

THE BEST CUSTOMER SERVICE

We service and support what we sell. We have full-time staff dedicated to help you with our system's operation: installation, training, diagnosis, repair, and daily use. You can call us as often and as long as needed to receive help with any question you may have. In case of a hardware problem, our response will be as quick as possible: often we will send you replacement equipment as soon as the problem is diagnosed, before receiving the defective part.

For software questions, we work directly with you, using the program pcAnywhere to connect to your computer. This tool allows us to be there virtually, help you learn how to use our systems better and see what problems you are experiencing firsthand. Having systems installed all over the world, we are very familiar with remote service and support. Infodev is proud of having a 100% retention rate of its customers since the beginning.

BUILDINGS DIVISION

In the people counting field, our clients are casinos, shopping centres, stores, airports, and museums. Their paramount concern, besides accuracy, is aesthetics.

Our products must be invisible to your patrons.

This is why we offer customization options that permit installing counting sensors that look as though they are part of the original design of the room and/or door. We work very hard to come up with concealment solutions that make our equipment blend in with the background.

Another important factor in large buildings is networking: most of our customers would like to avoid downloading data manually. Infodev's people counting systems can integrate into your existing Ethernet network, use their own serial network or even communicate wirelessly via our own radio modems!

Finally, our brand new web-based software permits seeing reports and analyses from anywhere in the world. Centres in a chain can even be centralized in one database for high-level comparisons.



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WHY COUNT PEOPLE ?

IN BUILDINGS

Optimize Your Promotional Spending

Advertising and store organization both attract and influence customers. Measuring human traffic helps sort out each factor's influence. Generally, a campaign producing a 7% rise in total sales could be declared a success. However if people counting figures showed a 30% increase in visitors, the campaign hasn't reached its full potential!

Measuring customer traffic has several benefits:

- Get a much more accurate idea of the relative importance of sales and visitor aspects on your business.
- Seize this new opportunity to focus your efforts effectively.
- Optimize your advertising and promotional budgets.

Compare Locations

A more detailed vision will allow subtler responses to changing circumstances. Counting your visitors gives you a comprehensive view of the employees' efforts in each store:

- Compare individual store performances.
- Provide a fairer evaluation when equipped with complete knowledge.

For example, if a store experiences reduced sales while maintaining its conversion rate with the diminished number of visitors, this could be due to outside circumstances beyond the employees' control.

Assess the Effects of Changes

Changes are regularly made inside shopping centres, such as tenant turnout, renovations or special events. A store needs to evaluate two kinds of customer traffic: outside traffic (people passing in front of the store) and inside traffic (people actually inside the store). The inside/outside ratio gives your store's attraction rate, which provides a good idea of the influence of changes brought about in the front window or even to the store's general layout.

Improve Customer Service

Waiting too long can cause the customer to go elsewhere next time. Measuring your customer traffic precisely tells you how many people are present in the store and thus helps adjust employee assignment, especially at the cash registers, a common source of customer dissatisfaction.

Respect Safety Regulations

Some buildings are imposed limits on the number of persons allowed inside. An automatic counting system helps in limiting the attendance to the authorized number and provides the concerned authorities with verifiable numbers.

The Future

Measuring interior and exterior human traffic is a new field of activity which will offer benefits we haven't yet imagined.

- Help better dispose and display merchandise.
- Obtain figures on service efficiency at the cash registers.
- Count cars in your parking area and get a complete profile of your human traffic.



WHY COUNT PEOPLE?

IN VEHICLES

Automatic people counting (APC) data is crucial. APC data gives loads and loads of information to drive the scheduling process. It gives you an insight into traffic movement:

- APC improves planning and scheduling:
 - Monitor trends in usage and ridership.
 - Reallocate resources to fit actual demand.
 - Measure your agency's success with reliable ridership figures.
 - Know where to add or eliminate service.
 - Get a picture of your ridership - every single day.
 - Automate NTD reporting.
- APC offers several benefits over manual checking:
 - Analyze data at finer levels.
 - Improve the timeliness of your data.

As a Very Small Agency, Can we Afford an APC System?

The agency's size does not matter. APC works well with smaller properties because they do not usually have the scheduling and processing resources to make the most of manual count data. Infodev's APC system, once installed, requires no human intervention. Data is collected, transferred and processed automatically.

For example, a 20 - 30 bus property should equip about 20% of their fleet, while a larger transit authority - 800 to 1000 vehicles - would gain valid data with only 10% of their vehicles being APC-equipped.

Another advantage small properties have with Infodev is our competitive prices. In fact, the cost of obtaining an APC system may be offset by grants from organizations such as the FTA.

Make NTD Reporting Easier

APC systems make your life a lot easier when it comes to section 15 reporting. This is a labor-intensive task with many tricky computations. Your APC system will allow for a complete automation of this reporting that, once certified, won't need to be certified again.

What About Automatic Vehicle Localization (AVL)?

AVL provides real-time stop and route identification and tracking, next stop announcement, and arrival and departure times. Our data analysis tools give you a clearer vision:

- Record information for schedule performance analysis and slow traffic zone identification.
- Analyze running time and provide the data needed to rework schedules and perform traffic analysis.
- Learn important information about your system's stops:
 - How many riders use the stops?
 - How often are the stops used?
 - Should a stop be eliminated?
 - Should a stop receive amenities?

