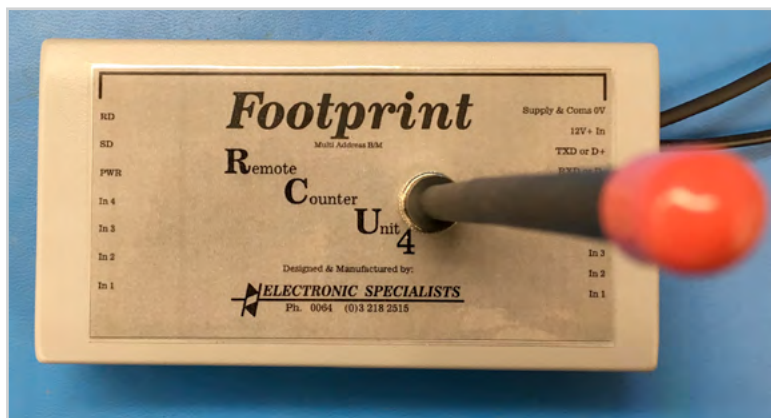


# Know how much foot traffic you're getting to your business

## *Footprint*

People Counter



### KEY POINTS:

- ▶ Counts people walking through doors (up to 4).
- ▶ Logs count data to Footprint software.
- ▶ Logs per hour, day, week, month and year.
- ▶ Use it to work out sales conversion rate
- ▶ Use as a tool for staff rostering

The **Footprint RCU4 remote counter unit** is a microprocessor-controlled electronic system that counts the number of people passing through doorways of shops, stores, museums or other public places.

People count data is vital to enable you to monitor customer movements. An increasing number of retail companies rely on people counting technology to provide information about traffic flow through their stores. When the data is matched against actual sales made, you can accurately track your sales conversion rates. The difference between these two figures is how many sales you are missing out on. If you increase your conversion rate, you increase your profit.

Footprint RCU4 consists of a beam unit, transmitter, receiver and Windows software. You can connect up to four doors or inputs and the unit will log counts for each of the four inputs. The unit is capable of counting contact closure events, on a per hour basis, twenty four hours a day.

*Another time-, money- and labour-saving device from the specialists in electronic controls.*

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