UShop SRP-700 Store Traffic Analytics

Advantech iRetail Solution Ready Platform Portfolio

As one of the leading intelligent solution providers, Advantech offers a portfolio of solution-ready and service-ready platforms to offer user-centric solutions that are flexible and scalable. The iRetail portfolio includes solutions for Digital Signage, eMenu and Store Traffic analysis.

The UShop Solution Ready Platforms offers several solutions for retail industry in optimizing store operation management, shopper engagement and business intelligence. Each SRP is bundling software with optional hardware devices to create an all-in-one cloud solution.
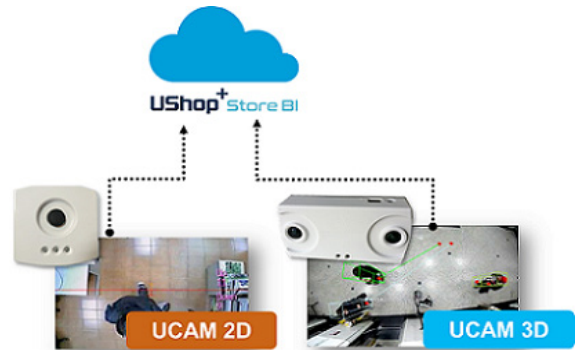
Store Traffic Analytics Solution for Intelligent Retailers

Advantech's UShop SRP-700 Store Traffic Analytics solution enables retailers to evaluate sales potential and establish customer service and marketing strategies for maximizing profit. UShop SRP-700 integrates 2D and 3D video analysis technology with POS transaction data for further analysis. Analysis of customer traffic data provides retailers with an in-depth knowledge of consumer shopping and purchasing habits, as well as insights into sales performance during periods of high/low traffic for each branch store.

Key Benefits of the Solution

> Data integration and analytics

> Traffic and conversion measurement

> Cross-store performance benchmarking

> Real-time monitoring

> Data security & 3rd-party software integration

> Easy management with the UShop+ Mobile Manager APP

Edge Computing Devices

UCAM 2D	UCAM 3D	Wi-Fi Analyzer
• 2D single lens camera with human head Identification algorithm • Low cost and easy to installation • Accuracy guarantee – _ Traffic flow of 1,000 people per hour, ≥95% _ Traffic flow of 3,000 people per hour, ≥90% _ Traffic flow of 5,000 people per hour, ≥85%	• Stereo camera with 3D depth technology • High average counting accuracy (95% - 98%) • Immune to shadow and reflection issues • Detection on U-turns avoid double counting • Get object height, width and depth information • Simple installation and maintenance	• Sense shopper intent based on analyzing Wi-Fi signal of shopper mobile device within 5-15 meters • No Wi-Fi connection needed and no APP installation needed

Ordering Information

Solution Type	Hardware P/N	Public Cloud P/N	Private Cloud P/N
UCAM-2D	UCAM-120A-U01	968SPUSTLO (Annual License Fee)	968SPUSTSO Max. 25 Channels 968SPUSTS1 Max. 50 Channels 968SPUSTS2 Max. 300 Channels
UCAM-3D	9680016713		
Wi-Fi Analysis	968SPUSWLO (Service Activation Fee)	968SPUSWL1 (Annual License Fee)	No Support Private Cloud

For more information
about how the UShop SRP-700 Store Traffic Analytics with Intel IoT Technology solution could work for you please email us at iot@arrow.com or visit arrow.com/IoT

In Person
Please contact your local Arrow account manager or 855 3264757

Online
www.arrow.com/IoT