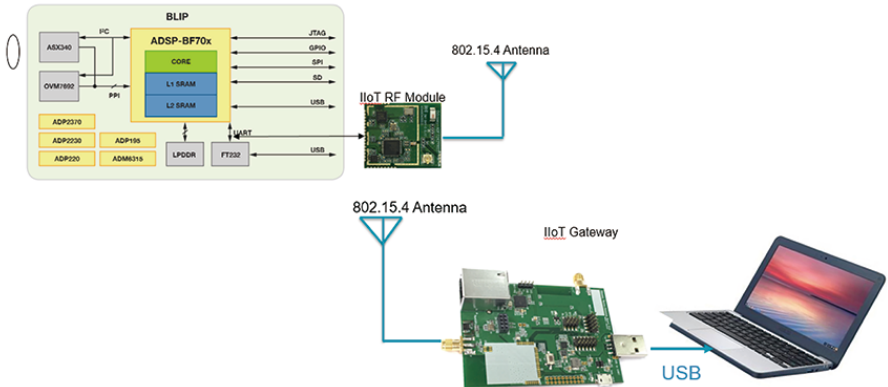# People Counting: BLIP + IIoT Module

- Vision based sensor to count number of people entering or exiting an area of interest. Counts bi-directionally.
- High performance software that runs on real-time on VGA resolution captured at 30 frames per second
- Accurate counting (~90%) in low to medium density scenarios.
- Image processing and Machine learning algorithms minimizes reflections or shadow problems
- Multiple connectivity options to send the output metadata on UART, SPI and WiFi.
- The product supports cloud connectivity to ThingWorx cloud on WiFi.
- Easy to use GUI application for installation, visualization, evaluation and configuration.
- Low power consumption BLIP2 <1W

Focus market and applications

- IoT
- Security system
- Home/Building automation
- Access control systems
- Indoor/outdoor lighting control
- HVAC system control
- Premise monitoring systems
- Logistics/retail analytics

Solve the design challenge

- Calculate your store's conversion ratio
- Compare store performance across a worldwide network
- Calculate your footfall patterns
- Optimise your building layout and staffing levels
- Monitoring of high-traffic areas
- Improve customer service
- Marketing effectiveness