



# NiceVision® People Counting/ Line Control

SMART VIDEO  
PROVEN VALUE

## CRUISE OR CRAWL: MAINTAINING LINE CONTROL

The multitudes of people that flood through the entrance ways of mass transportation stations and shopping malls on a daily basis represent an ongoing challenge for decision makers charged with ensuring both public safety and the steady flow of human traffic.

Intelligent, 24/7 solutions based on live-feed CCTV monitoring provide surveillance personnel with comprehensive tools for detecting overcrowding at ticketing booths, check-in lines, turnstiles, escalators and other service points that enable people to enter high traffic terminals and shopping facilities. The automatic people counting and detection of line/queue overload in these environments is critical on many levels: it permits the identification of potential security-related incidents, enables efficient allocation of security or service personnel, and signals the need to open or shut down access points in cases of over congestion. For many organizations like shopping centers, retail chains or banks, getting insights from reports and trend analysis of passengers or shoppers also translates into improving business performance - gauging the success of promotional activities, improve efficiency of customer service points, etc. .

## OVERCOMING MONITORING MONOTONY: THE DIGITAL SURVEILLANCE CHALLENGE

Despite the inherent potential of CCTV monitoring, serious concerns still linger:

Staring for hours at multiple monitors feeding images of constant people movement is bound to challenge the attention span of even the most well trained security officer. As the number of cameras and CCTV monitors deployed across a digital surveillance network increases, the ability of security personnel to effectively scan video images and get security insights actually decreases, due to information overload. Clearly, the need for a more intelligent system that functions as an automatic "digital eye" for the accurate, spur-of-the-moment detection of a sudden line/queue overload is crucial – if security personnel are to make swift and well-informed decisions and respond to events in real time.

In addition, the ability to analyze the number of customers/shoppers across time and in specific areas, enable uncovering operational patterns, efficient resource allocation and optimized capacity planning- which improve business performance

And that's exactly where the NiceVision® solution for People counting /Line control come clearly into view.

## NiceVision®: CREATING CLARITY IN THE CLUTTER

Widely regarded as one of the leading players in the development and deployment of comprehensive digital CCTV systems for proactive security management, NICE Systems presents a compelling solution for real-time crowd detection that promises to transform the manner in which this critical issue is addressed. Leveraging nearly 20 years of experience in digital recording, NiceVision®, the company's flagship digital video solution, generates insight from multimedia interactions to enhance security, drive system performance and maintain revenue streams.



## The NICE ADVANTAGE: NiceVision® PEOPLE COUNTING/LINE CONTROL:

The NiceVision® smart video solution presents high-traffic terminals and commercial facilities with a wealth of functional features and benefits that launch CCTV systems to a higher level of effectiveness:

- **People counting application** – Counting the number of people across multiple entries/exits and passages with reports and trends analysis. This is extremely significant, as the only substitute for this feature is manual counting – a highly inaccurate and inefficient alternative.
- **Real-time alert** – automatically triggers a visual and audio alarm when a line/queue is overloaded. Provides real-time aggregation and notification, tracking the total number of people involved in a crowding incident and considering multiple entry and exit points to the area.
- **Instant automatic investigation** (Scenario Reconstruction) – security personnel can instantly access all the events that led up to the specific alert by clicking on the object/person and determine the cause of the sudden event
- **Generates accurate traffic information** – enabling real-time decision making and the detection of ongoing patterns over time
- **Supplementary eyes** – crosses the divide between increased monitoring coverage from multiple live feeds and the reduced abilities of security personnel due to information overload. An alert will pop-up automatically even if the relevant camera is not displayed on the monitors
- **From detector to decision-maker** – transforms the role of surveillance personnel by enabling them to focus their energies on event assessment, verification and reaction, leaving the majority of monitoring tasks to the automated system
- **Business energizer** – people counting has a positive bottom-line impact, enabling the detection of crowds who congregate for promotional sales activities, thereby enabling you to judge just how effective your campaigns really are in real time
- **OPEX savings** – NiceVision® eliminates the need for hiring additional eyes to staff your CCTV network, representing ongoing savings in yearly operational expenditure
- **Excellent ROI** – overcrowding in transportation terminals and shopping centers translates into inefficient traffic flow and millions in lost revenues. NiceVision® enables a higher level of public safety and free-flowing traffic by eliminating the mayhem, embarrassment and exponential costs caused by false alarms and providing security personnel with useful, real-time tools to make accurate and informed decisions.

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