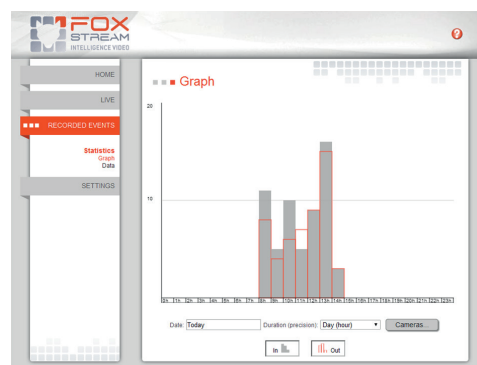# FoxCounter
Camera Embedded People Counting App

Following our customers' request for a less cumbersome solution than the server-based people counting software - but just as powerful - Foxstream developed FoxCounter, an efficient camera embedded people counting app. FoxCounter is autonomous, precise and serverless. Just a few clicks are needed to install and parameter the app. FoxCounter was tested and Recommended by Benchmark Magazine.

FoxCounter revolutionizes the People Counting App world with its serverless solution that needs no computer software download. **Simply type the camera's IP address into any web browser** and voila! The camera's homepage leads to the FoxCounter app: **a dedicated interface** then appears and allows to check the live, access the recorded data, and set up the configuration.

This solution is ideal for an efficient attendance analysis in order to optimize operating budgets or trade performances.

▪▪▪ Key points

FoxCounter is just as precise, powerful and reliable as our server-based solution.

Key points:

↗ **Performs bi-directionally (in & out)** even when people cross each other.

↗ **All-inclusive:** combines hardware & software.

↗ **Can be run on a camera network:** all the data are aggregated on a dedicated web page.

↗ **Can be integrated to third-party equipments** (exportable data): a statistics software for instance can automatically retrieve counting data.

↗ **Autonomous solution:** continues to count in case of network cut.

↗ **Cloud:** the data is available from anywhere at any time.
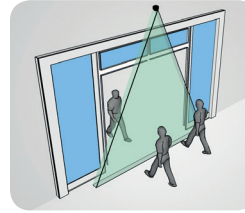

▪▪▪ Benchmark Magazine Winner

FoxCounter is the winner of the Camera Embedded People Counting Apps benchmark initiated by **Benchmark Magazine,** among 7 competing solutions. The rating criteria include the available functionalities, the ease of configuration, precision and reporting.

Verdict :
tested, approved and... recommended!

▪▪▪ Technical specifications

↗ **Indoor use.**

↗ **Vertical position:** the camera should be placed above the walking area.
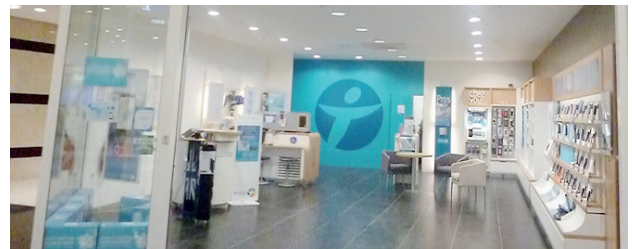
↗ **Camera height:** from 2.5 to 6m.

↗ **Counting area's width:** up to 3.5m.

↗ **Compatible cameras:** contact us.

▪▪▪ Business case

↗ **Equipment of Bouygues Telecom stores**

Bouygues Telecom wished to equip their stores with a solution capable of **measuring the daily attendance in their store network.** The camera counting solution was selected as no complex dedicated systems needed to be installed, and no server were required in each store.

Thanks to the FoxCounter app embedded in the Axis cameras, Bouygues Telecom was able to deploy the solution in its store network very quickly:

• **576 stores equipped**
• **that is more than 1,000 cameras** directly connected to the firm's headquarters.

The data is retreived and aggregated in real-time in a proprietary application for daily analysis.

In a nutshell

↗ Camera embedded (serverless).

↗ Performs bi-directionally (in & out).

↗ Very high reliability rate.

↗ Plug-and-Play access via a web browser.

↗ Intuitive parameter interface.

↗ Aggregated and exportable data (network cameras).