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Simultaneous realtime store occupancy management and digital signage – CamStreamer launches new app for retail

CamStreamer, a developer of streaming applications for Axis IP cameras, announces a new application for retailers. The Store Occupancy Manager enables owners to easily manage the number of customers in the store while displaying news, sales, and other marketing messages at the same time.

"During the global pandemic, shop owners and managers have had to deal with completely new rules of operation. One of the most common restrictions – based on the proven social distancing precaution – is a limit on the number of customers shopping in a store at the same time. Our new Store Occupancy Manager application runs directly onboard IP cameras for easy and effective occupancy management. We developed the software in response to the enormous worldwide demand we're experiencing these days," says CamStreamer CEO David Capoušek.

*CamStreamer's **Store Occupancy Manager** offers store occupancy management, digital signage, and shoplifting prevention in a single application.*

Please do not enter now, says the app

The application aggregates data on the number of people in the store and displays it to incoming customers – together with a live shot from the store – via clear, understandable infographics. This gives customers an immediate overview of how many people are in the store and how many more can still enter. If the maximum capacity is reached, the application asks others to wait and not enter the store. In the meantime, the app presents store news and provides information on things like discounts and changed opening hours. The graphics can be easily personalized and can display information, banners, images, and even animated gifs.

In technical terms, the solution is very straightforward and flexible. There are several connection scenarios, with the simplest one requiring only a public view monitor, an AXIS FA54 Main Unit with two AXIS FA1105 Sensor Units, and two ACAP camera applications: an Axis Communications application – AXIS Occupancy Estimator – for monitoring the number of customers in the store, and CamStreamer's Store Occupancy Manager. In addition, the solution can be connected to other systems, such as door controls, LED instruction lights, or speakers that automatically play instructions to guide customers.

Versatile solution for the future

While other systems that help store owners comply with preventive measures are tied only to the time of the pandemic, the solution based on the Store Occupancy Manager

application is versatile and meets the latest trends of so-called smart digital signage, i.e. advertising space that can flexibly respond to current store requirements. Store Occupancy Manager will continue to be useful for marketing purposes even after preventive measures have been lifted.

"In the future, it'll be possible to use the solution for things like personalized ads. Here, the message displayed on the public view monitor will change according to who is standing in front of it based on demographic indicators. Everything is handled by applications directly in the camera to bring the customer precisely targeted marketing content at minimal cost," says Mr. Capoušek, and he continues: "Last but not least, Store Occupancy Manager visibly manifests the presence of cameras in the store, which helps prevent crime."

The application with an unlimited license for a specific camera can be purchased at www.camstreamer.com for $499 (€459). The AXIS Occupancy Estimator application can be purchased from one of the AXIS partners for $429 (€429). You can find more information about the application **in this document**, while technical details, including connection options, can be found **here**.

For more information about CamStreamer and their products, please contact:

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About CamStreamer

CamStreamer is the Czech developer of the eponymous application for AXIS IP cameras that leverages the computing power of a camera and enables cost-effective (often free) and user-friendly streaming of video content directly to the internet without the need for additional hardware. CamStreamer applications are used by thousands of individuals, organizations, and television companies around the world for video streams from recreational areas, weather monitoring activities, cultural broadcasts, educational programs, sporting events, and others. CamStreamer develops: the CamOverlay App, which makes it possible to add dynamic graphics to videos in real time from online sources; the CamStreamer App, which converts video sources from cameras to many other formats and protocols and can, for example, deliver online streams directly to YouTube, Facebook Live, Dacast, etc. without the need for a PC; and the CamScripter App, a unique application that makes it possible to run micro apps directly on Axis IP cameras. For more information, please visit www.camstreamer.com.