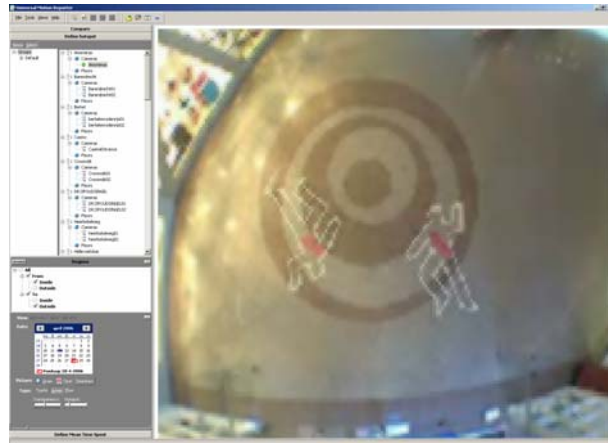


Universal Motion Software

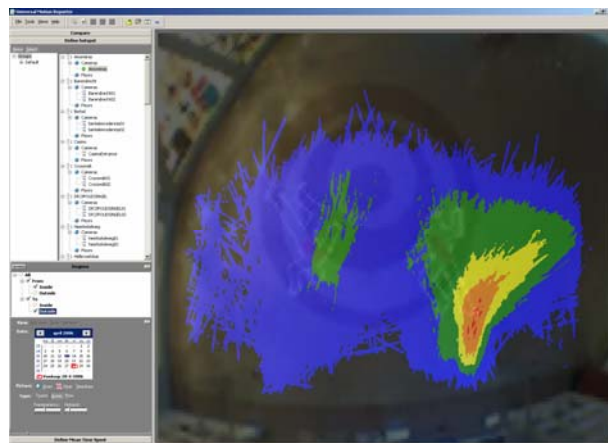
Example reports

A small selection from the possible reports you can create with UMR. Below you will find only the graphical reports that can be created. The reports where the counts and numbers per day, week, month or year are displayed are standard exported to CSV or MS Excel formats. You can layout those by editing the templates making it a very powerful and flexible solution.

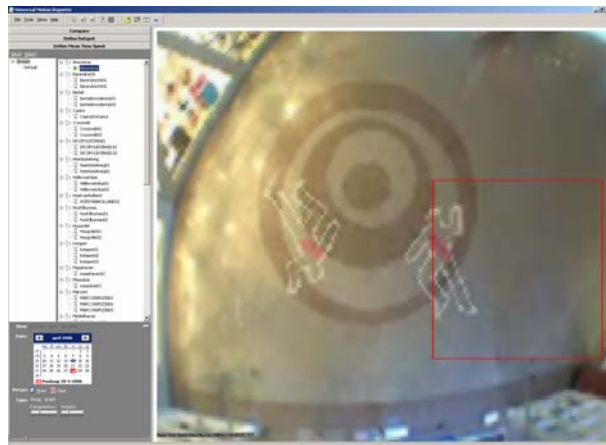
The screenshot on the right is a view from atop looking at the Floor of a large shopping mall. The contours that you see are art and not a police investigation.



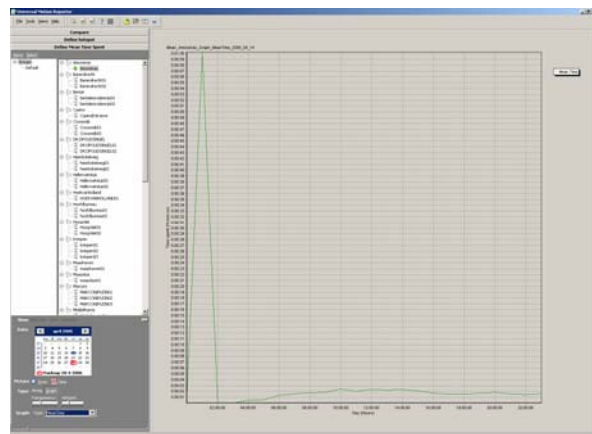
The Hot Spot report lets you analyze where the visitors are moving to and with how many. The screenshot on the right shows you how the visitors walked. The selection here shows you only the visitors walking in the direction of the second floor (from below to the top of the picture). The blue areas show the least visitors, the red area the most.



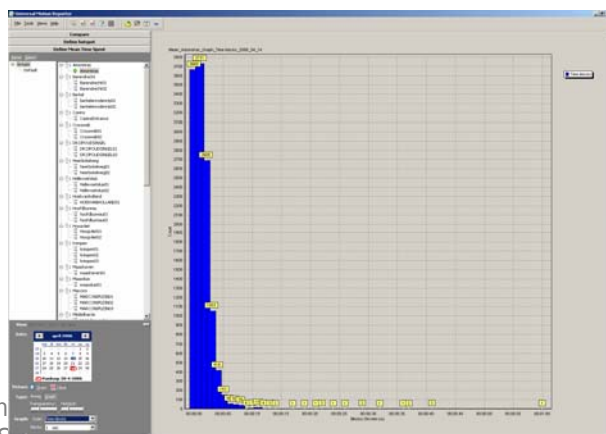
When define the Mean Time Spent report you start with the selection of the area you are interested in. On the screenshot you can see the selected area being outlined by a red line. Now you can display the mean time that visitors spent in exact this area.



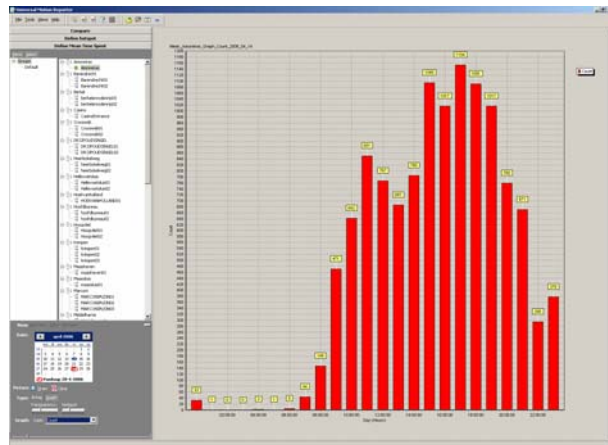
After you generate the report you can view the mean time spent divided over the day.



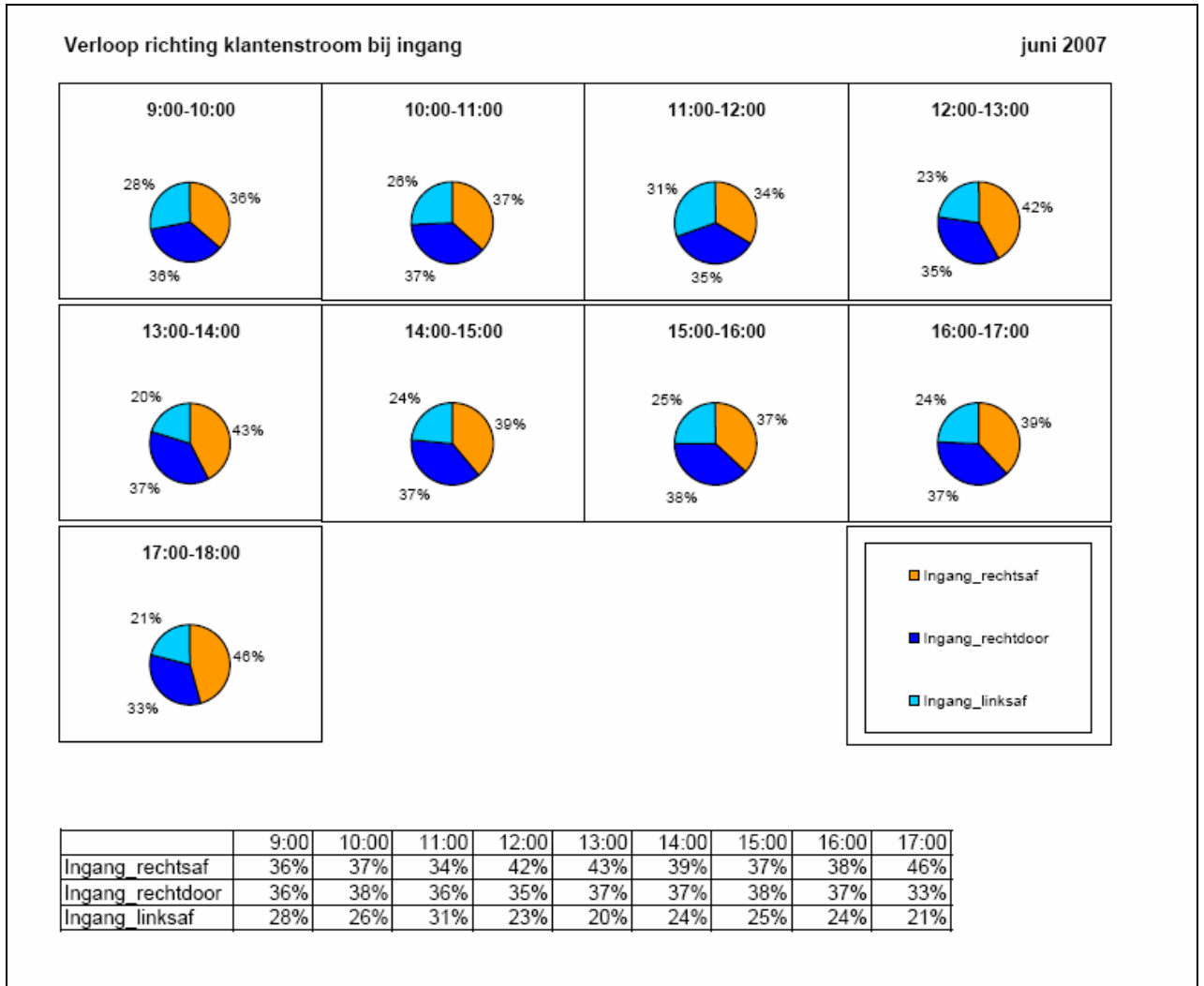
And the same data viewed per number of visitors in that area per time spent. So you can see for example how many visitors were in your shop for more then 2 minutes.



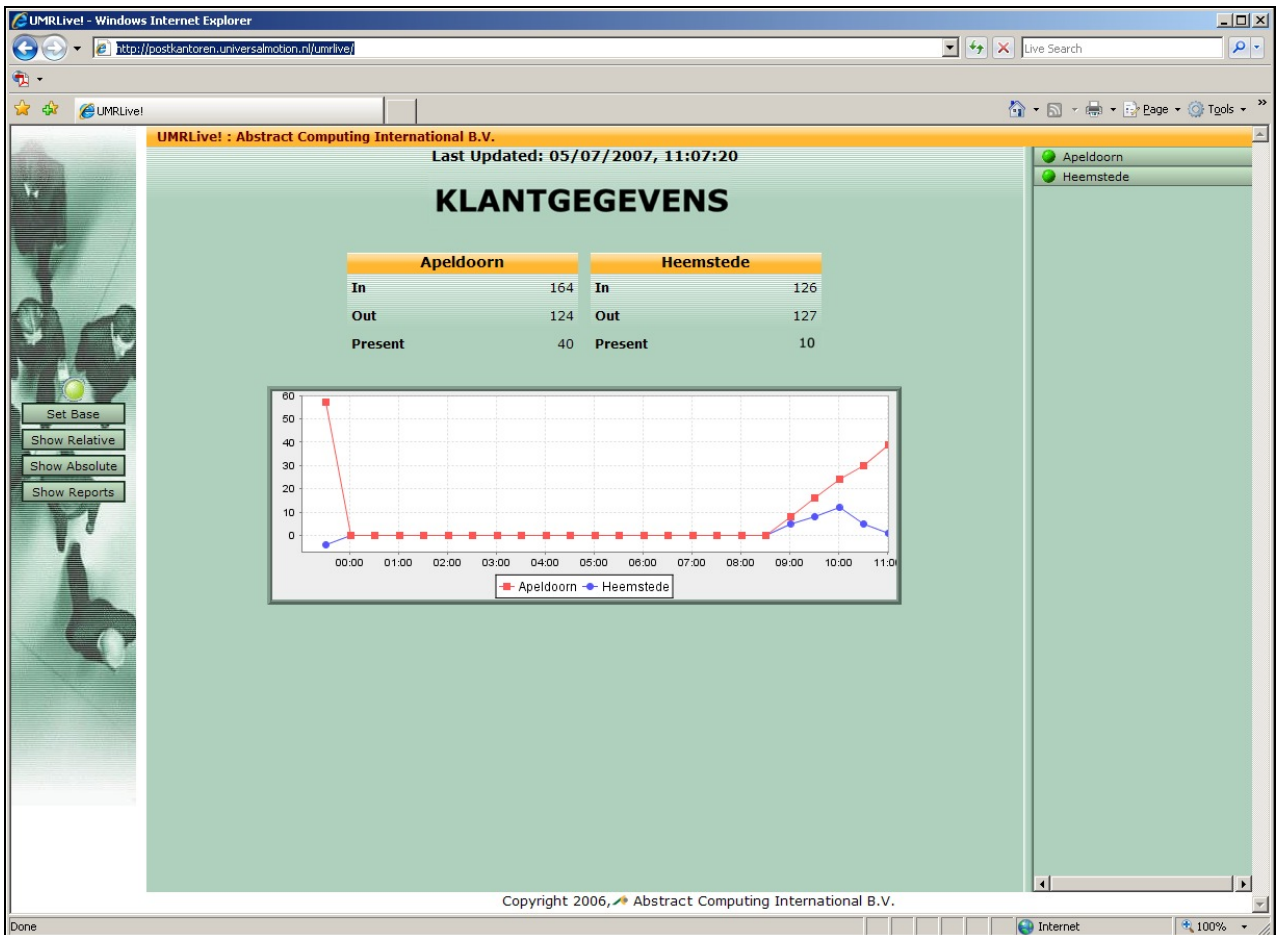
And again the same data viewed as the number of visitors in that exact area per hour over the day.



Example of a monthly report in MS Excel format where the direction of movement of the visitors is displayed. The percentage of total visitors who turned left, right or headed straight into the shop.



Example UMR Live!



UMR Live! displays information about the status of your locations and cameras. The example above displays the aggregated counts of the visitors collected in two different locations. The user can easily navigate to view the separate counts or display the status of the camera in question. The history of the selected location is displayed in the graph.

The status of the different systems is displayed on the right hand side. On the left a row of buttons is displayed. They give access to the reports that are automatically created by UMR.