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NETAVIS · VIDEO ANALYTICS AWARD · WINNER 2015

WIEN MITTE The Mall

NETAVIS iCAT video analytics provides the customer frequency in Vienna's newest shopping center. The results are reported by the customized NETAVIS Retail Dashboard.

„The customer frequency and its specific analysis in the NETAVIS Retail Dashboard allows for clarity regarding our customer potential."

FLORIAN RICHTER MSC
CENTER MANAGER, WIEN MITTE - THE MALL

Challenge

With 30.000m² retail space and 50 shops, WIEN MITTE The Mall is the largest and most modern shopping centre in the heart of Vienna. In 2012, the train station Wien Mitte, an important transport hub with two underground and five railway lines as well as the City Airport Train (CAT), was directly connected to the shopping mall.

THE VALUE OF VIDEO

As a result, WIEN MITTE The Mall is characterized by heavy customer traffic every day. Nonetheless, exact numbers regarding the customer potential haven't been available until now.

The customer requests reliable and easily comprehensible footfall statistics - a key figure in retail. Moreover, they should be provided in periodic reports per entrance and floor for further use.

Solution

Since late 2014, WIEN MITTE The Mall collects data about its customer potential with IP video analytics. NETAVIS Observer manages 18 IP cameras at building entrances and staircases on a single standard IT server.

The seamlessly integrated iCAT video analytics counts all incoming people with Smart Tripwire technology. The feature efficiently prevents duplicate counting by only counting people that are first detected in a defined detection area, and then move across the virtual tripwire line.

At the main entrance, NETAVIS iCAT video analytics counts peaks of up to 2.500 people per hour with only one camera.
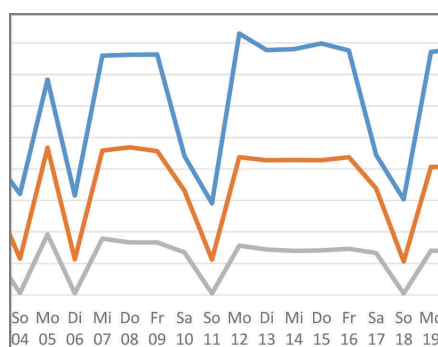
By means of an encrypted FTPS upload, the frequency data is sent to the NETAVIS Retail Dashboard as a CSV export. Thereby, the video surveillance is exclusively used to generate business information.

Benefit

The NETAVIS Retail Dashboard was individually customized to meet the specific requirements of WIEN MITTE The Mall. The customer is provided with intuitive charts as weekly, monthly and annual reports in PDF format per e-mail. The easily comprehensible graphic presentation of the footfall statistics allows for profound knowledge and understanding of the shopping centre's customer potential.

The raw data is of course available on the server for export or for further detailed analysis at any time. The video streams themselves are of no interest in this project.

Due to the flexible architecture of the NETAVIS Observer video management platform, the installation is easily scalable. Further cameras, additional video analytics modules and also the NETAVIS Retail Dashboard can be expanded step by step in this future-proof shopping mall solution.

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SECTOR:	Retail
LOCATION:	Vienna, Austria
PARTNER:	Kapsch BusinessCom AG
SOFTWARE VERSION:	NETAVIS Observer 4, eXtended Edition
SPECIAL FEATURES:	iCAT video analytics, Smart Tripwire NETAVIS Retail Dashboard
TECHNICAL DETAILS:	Currently 18 IP cameras, 1 server, 3 user and 1 Dashboard