

The benchmark and standard for  
Accurate in-store analytics



**PRODUCT DESCRIPTION**

The Brickstream line of in-store analytics sensors represent the next generation of video analytics. These products integrate real time data capture and behavior analytics into one device, providing a common platform for the collection of a wide range of customer behavior data. Now, traffic metrics, queue metrics, service metrics, and other in-store metrics are captured and analyzed in a single device. Accurate data collection forms the foundation for a robust behavior analytic solution.

**ADVANTAGES**

The Brickstream 3D sensor offers multiple advantages over traditional data collection devices and video analytic platforms. Brickstream 3D utilizes advanced stereo vision technology and patented path tracking technology to provide accurate data under a broad set of environmental conditions such as high traffic and dynamic lighting in both indoor and outdoor environments. Based on 3D information, the system accurately distinguishes between children, adults, and other objects such as shopping carts. Path tracking technology collects time, location, height, speed, mass, and direction of travel, enabling sophisticated behavior analytics, beyond basic counting capabilities.

Integrating stereo vision capture and analytics processing at the edge in a purpose-built device reduces total cost of ownership by eliminating the need for additional computers or bandwidth. Local or remote device configuration via standard web browser.

**KEY FEATURES**

- Captures in-depth behavior intelligence
- Dim or bright lighting, indoors or out
- Simple, Manageable, All-in-One Architecture
- Height Filtering to exclude/count children
- Shop Unit Identification
- Remote, On-Demand Accuracy Validation
- IP addressable, enabling remote management and upgrades
- No PC required in the store
- Full device configuration and management capabilities via standard web browser
- Easy, unobtrusive, overhead mounting with support for oblique views. devices available in white and black.
- Supports scheduled streaming digital video output for remote data validation
- Flash memory stores configuration settings and up to 80 days of data
- Data packaged in XML packets and delivered over HTTP protocol, FTP, or daily e-mail
- Digital IO for external device and system integration
- Up to 32 discrete zones available for metric collection

PACKAGING	
Device Dimensions	2.6" x 6.1" x 1.3" 66mm x 155mm x 33mm
Lens Options	Ranges from 2.0mm to 6mm supporting heights from 8 feet up to 33 feet (2.4m to 10m)
Enclosure	Plastic Colors: white or black
Field Upgradeable	Supports software upgrades over TFTP
Power	Maximum 4.5Watts Power-over-Ethernet or 24 Volts DC external
Weight	0.4 pounds / 0.2 kg
LEDs	3 tri-state (red, amber, green)

NETWORK	
Cabling	Category 5e
Ethernet	Single channel 10/100Mb Ethernet
Addressing	DHCP or Static IP
Protocols	TCP/IP, DHCP
Time Synchronization	SNTP, Daytime Protocol, Proprietary
Data Delivery	HTTP, SMTP, FTP
Secure Data Delivery	HTTPS, FTPS
Software Upgrade	TFTP