

# **MagicINFO Analytics**

## **Behavior Sensing**

### **Administrator Guide v1.0**

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# Preface

## Users of this guide

This guide is intended for store owner or store manager who will manage and administrate MagicINFO Analytics - Behavior Sensing.

## Conventions

This manual uses the following conventions as a courtesy to the reader to help provide a clearer understanding of the document.

<b>Boldface</b>	<b>Boldface</b> indicates graphical user interface elements, menus, navigation trees and directories within the main text, yet use quotation marks for portal, window, wizard among graphical user interface elements.
<i>Italics</i>	<i>Italics</i> indicates parameter names and values, and titles of other printed references.
Monospace	Monospace font indicates commands and codes. Use bold monospaced font for names of commands, parameters, registries, scripts, and process. Also use italic monospaced font for variables and parameter values.

## Notes and notices

Note identifies additional information such as tips, recommendations, exceptions, and limitations.

- Note:** The additional settings are for configuring the Samsung cloud service.
- Unordered list of Note
  - Unordered list of Note

## Revision History

Manual Version	Revised Date	Revised Details
1.0	2019.08.30	Created

# 1. Getting Started

MagicINFO Analytics - Behavior Sensing is a solution to analyze the number of customers visiting the store and identify customer in-store movements.

Chapter 1 "Getting started," explains the following topics:

- Accessing the system
- Sign-up
- Logging in
- The initial screen

## 1.1 Accessing the system

Start web browser and enter the administrator website URL in the address bar.

## 1.2 Sign-up

If you have no account for accessing MagicINFO Analytics - Behavior Sensing, please contact the system administrator.

If you are a tenant manager, you can create a new account in **ADMIN > User > New Account** after logging in as tenant manager.

## 1.3 Logging in

To log in to the system, enter your ID and password in the login screen and click **SIGN IN**. The initial screen of MagicINFO Analytics - Behavior Sensing will be displayed.

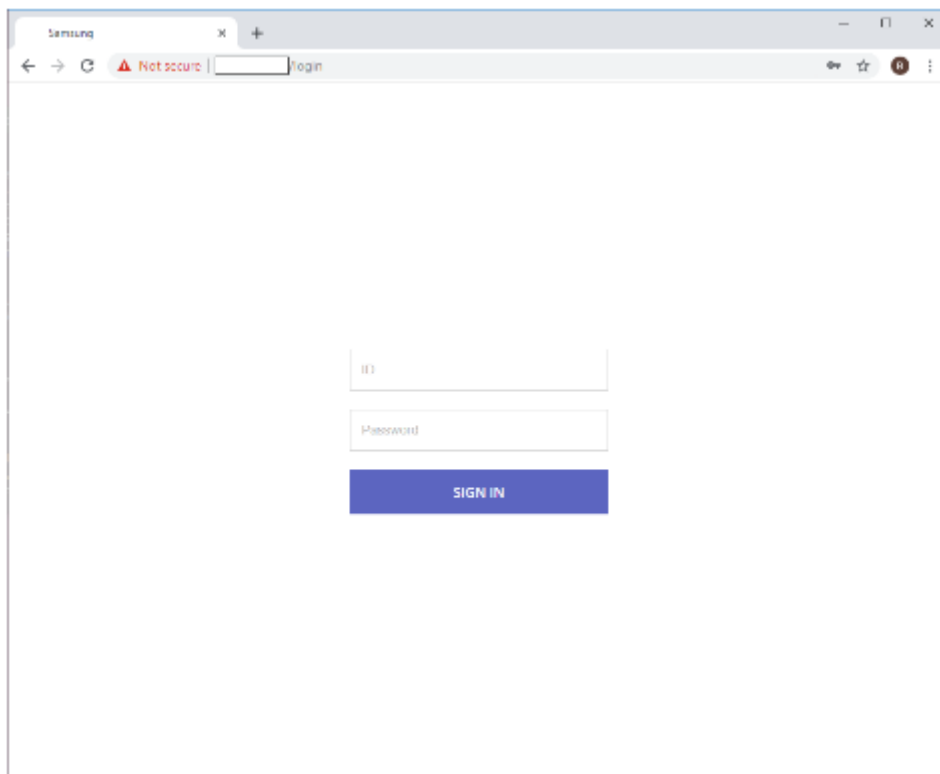


Figure 1-1 Logging in

## 1.4 The initial screen

The initial screen of MagicINFO Analytics - Behavior Sensing is shown below.

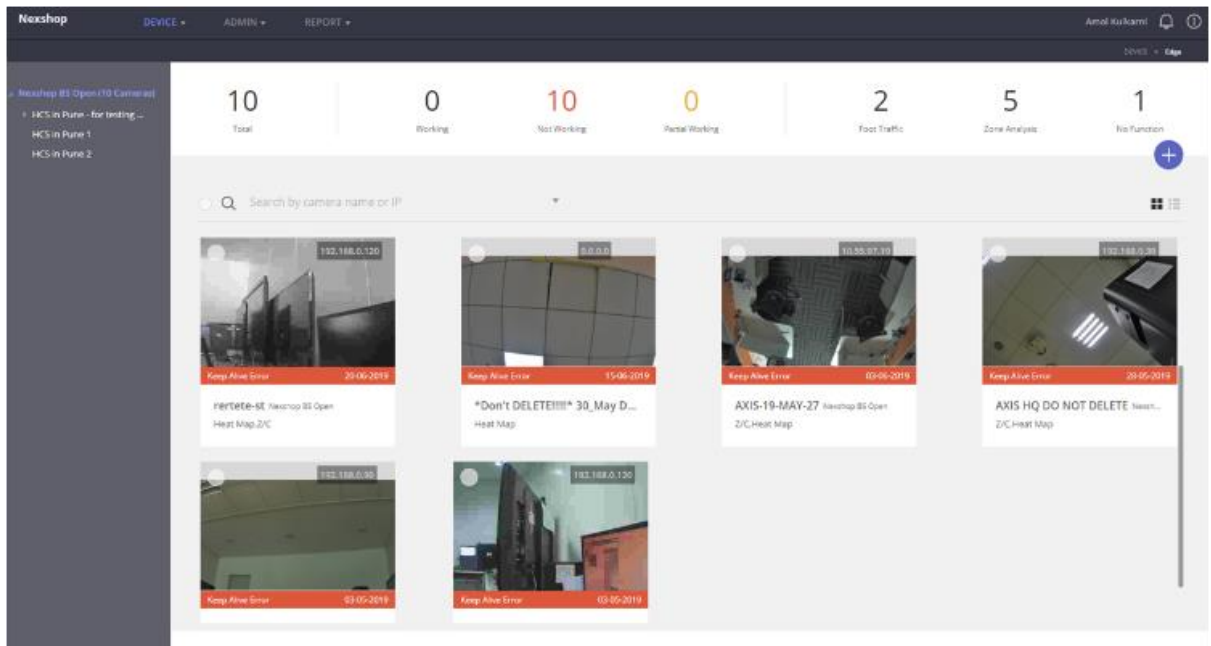


Figure 1-2 The initial screen of MagicINFO Analytics - Behavior Sensing

## 2. Managing sensing devices

You can register and manage sensing edge devices, which analyze in-store traffic and sending sensing data to server.

Chapter 2. "Managing sensing devices" explains the following topics:

- Viewing the sensing device lists
- Registering a sensing device
- Viewing the sensing device details
- Modifying the sensing device information
- Registering a analytic function
- Remote controlling a sensing device
- Deleting a sensing device

### 2.1 Viewing the sensing device lists

In order to analyze traffic data from the camera stream, you need to connect the Edge camera to the server. Follow the following procedures to check the the analytics functions set on the camera.

1. Click **DEVICE**. On the device list, you can check the information or state of each device registered to a store.



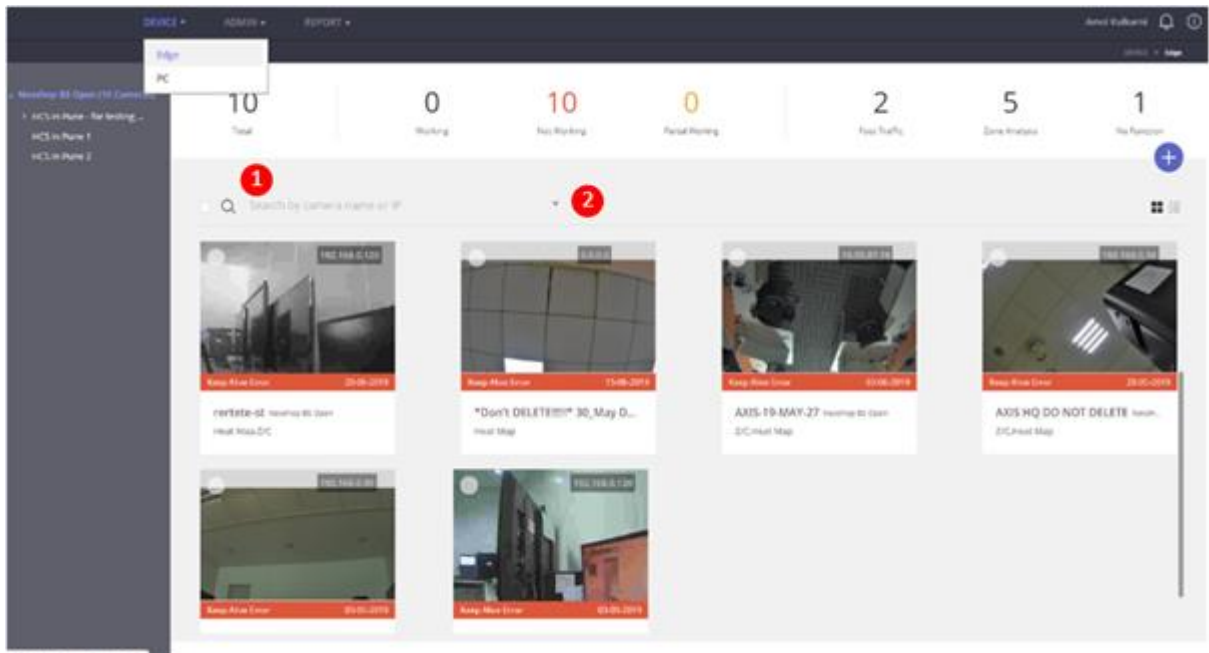


Figure 2-1 Sensing device list

No.	Fields	Description
1	<b>Search by Camera name or IP</b>	Search by camera name or IP address
2	<b>Managed Function</b>	Search by analytic function

Table 2-1 Search devices

2. If you type camera name in Search by Camera name, search lists will be displayed.
3. If you click ▼, Managed Functions will be displayed. You can search device lists which have selected managed functions by checking managed functions.

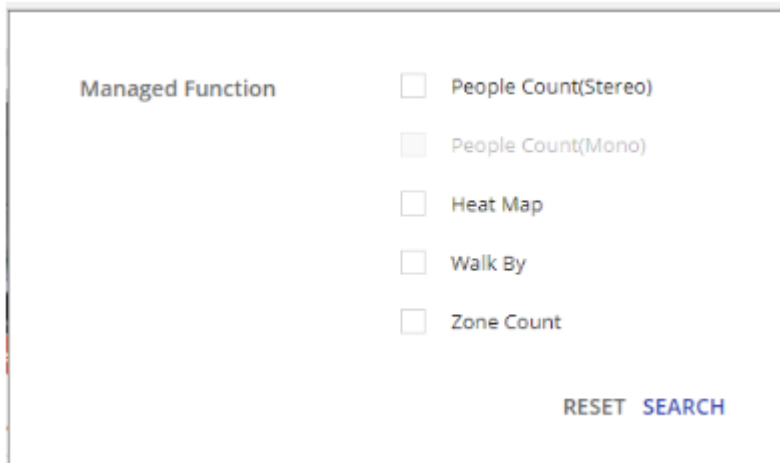


Figure 2-2 Search by managed function

4. If you click list view icon, then device lists will be displayed as list view.

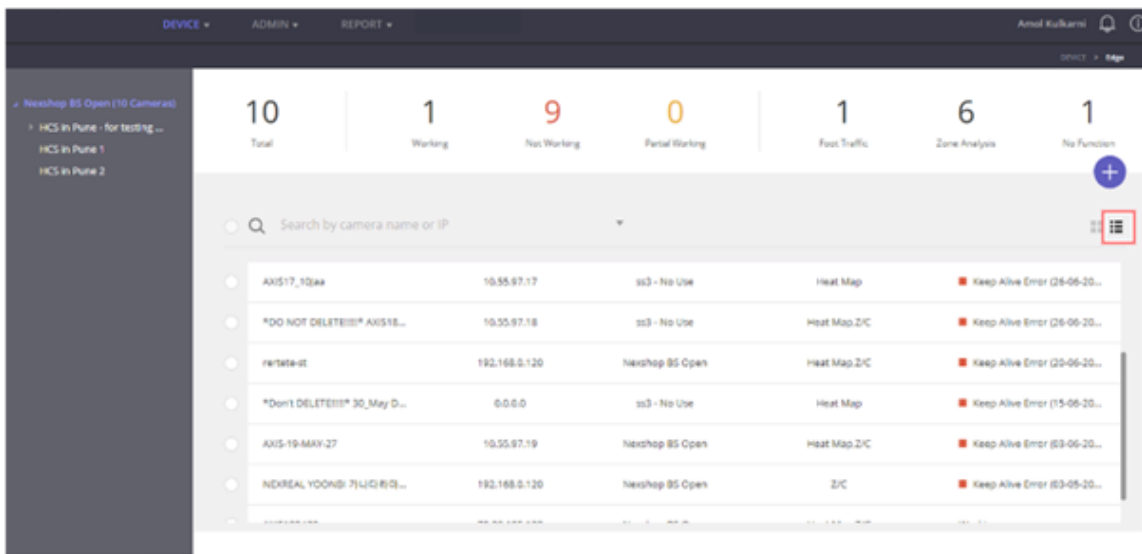



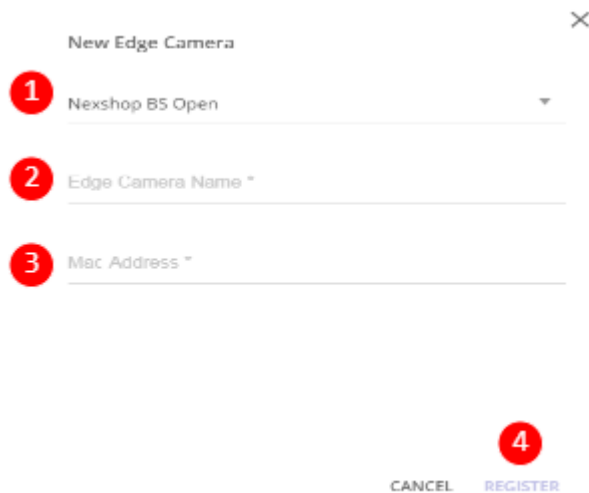
Figure 2-3 Device list - list view

## 2.2 Registering a sensing device

To add a new edge device, complete the following steps.

1. Go to **DEVICE > Edge**.
2. Click  at the top right of the screen. The "New Edge Camera" window will be displayed where you can add a new edge camera.
3. Select store and enter camera name and MAC address, then click **REGISTER**

Note:  
Before you register edge camera, Behavior sensing client application should be installed first on the edge camera.



New Edge Camera

1 Nexshop B5 Open

2 Edge Camera Name \*

3 Mac Address \*

CANCEL REGISTER

Figure 2-4 Registering a edge camera

No.	Fields	Description
1	<b>Store</b>	Please select the store on which the edge camera is installed.

No.	Fields	Description
2	<b>Edge Camera Name</b>	Please input edge camera name
3	<b>Mac Address</b>	Input MAC address of the edge camera you want to register
4	<b>REGISTER</b>	Click <b>REGISTER</b> after input all needed fields

Table 2-2 Input fields for the new edge camera

## 2.3 Viewing the sensing device details

You can view the information of edge device by clicking the device from the list.

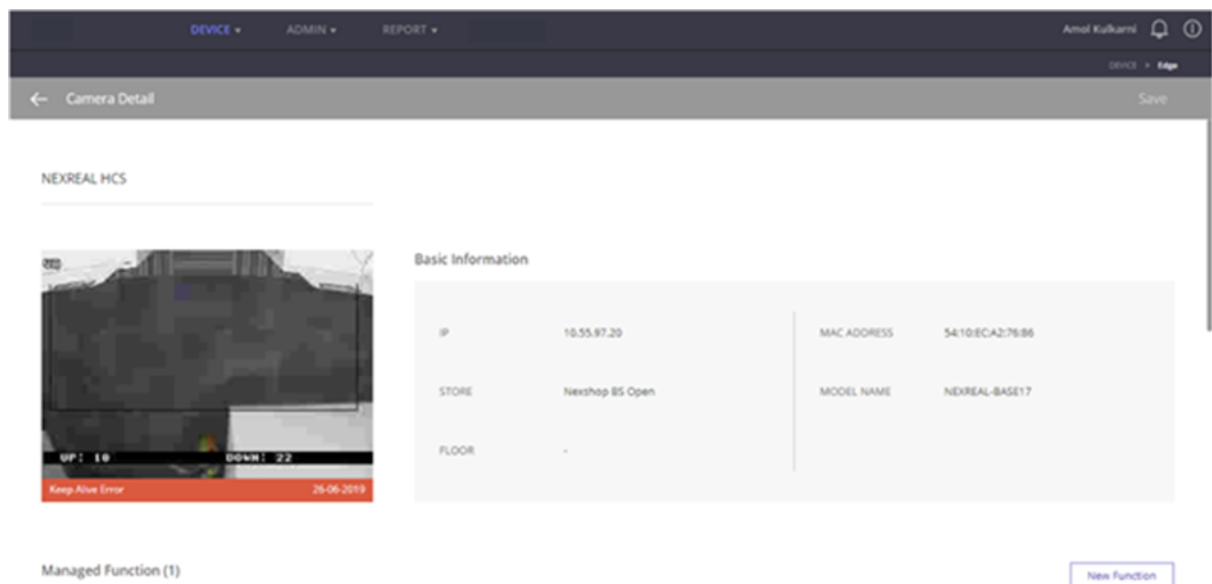


Figure 2-5 device information window

## 2.4 Modifying the sensing device information

You can modify the information of edge device in the device information window. You can change the name of edge device and add new analytic function as well.

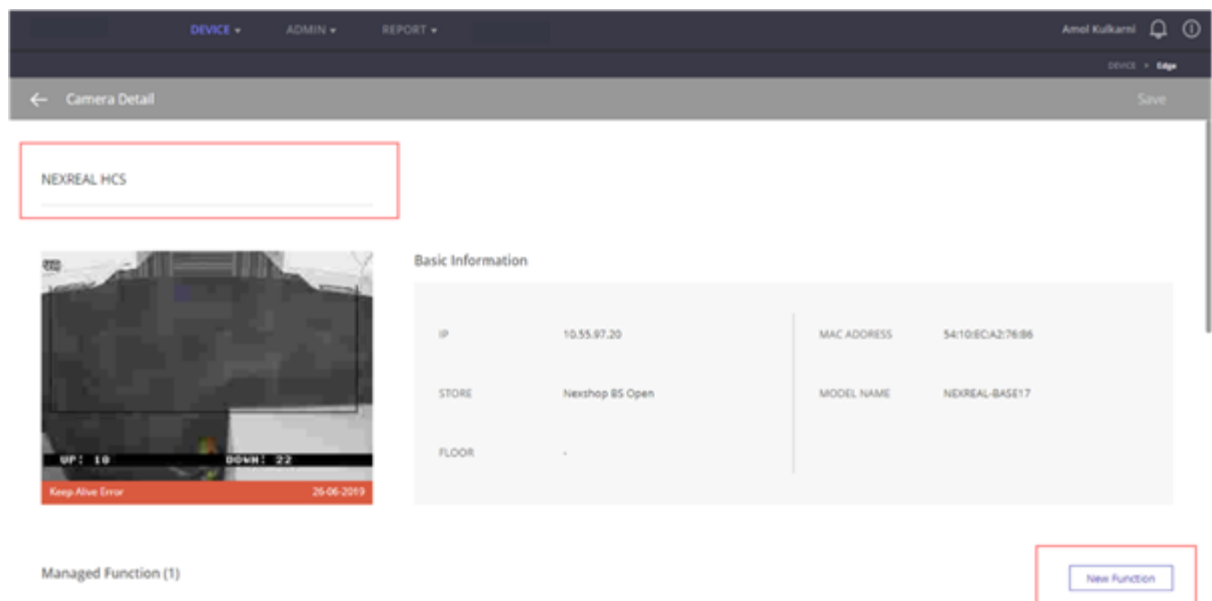




Figure 2-6 Edge device information window

## 2.5 Registering a analytic function

If you select the edge device in device list,  icon will be displayed in the bottom. If you click , window for adding a new analytic function will be displayed. You can add a new analytics function in the information window of the edge camera, too.

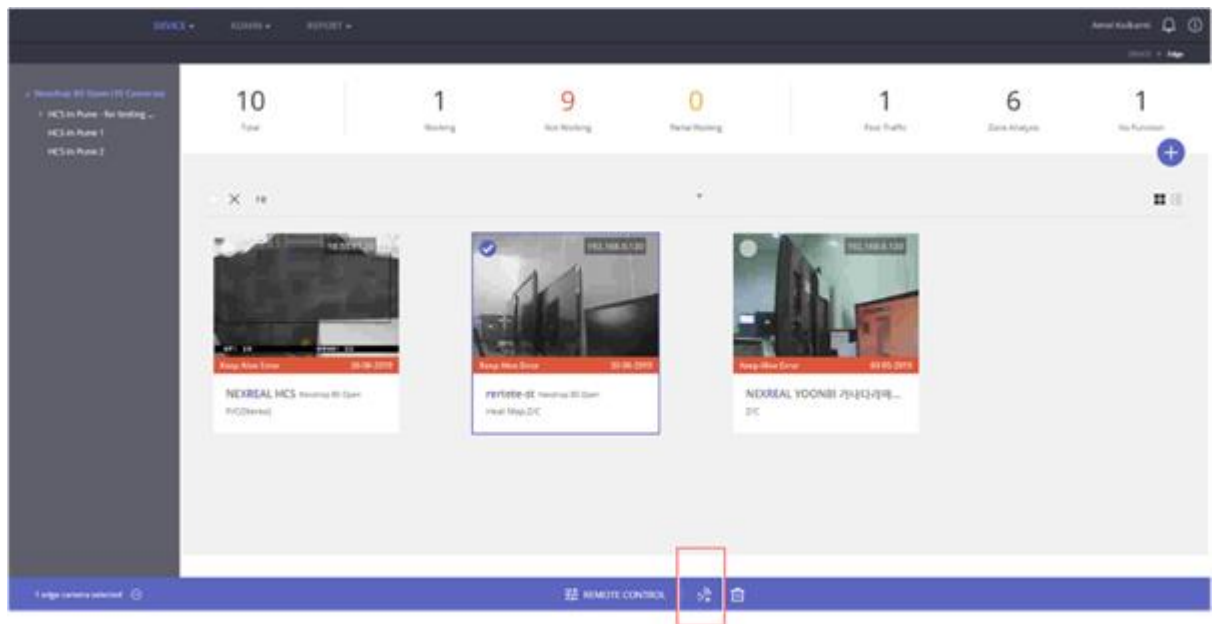


Figure 2-7 Adding a new analytic function

The input fields for adding a new analytic function depend on the function as you want to add.

## People Count(Mono)

People Count(Mono) is the analytic function for counting visitors who visit store. To add the People Count(Mono), please follow the following steps.

1. Input DISTANCE and ENTRANCE in **Input** section. **DISTANCE** means the distance between camera and floor. **ENTRANCE** means the border line between outside and inside of the store entrance. For example, If you choose Left in **ENTRANCE**, It means the left side of TRACK area in **Template > TRACK** section, is the outside of store and Customers enter store from left to right in TRACK area.

New Function

People Count (Mono) ▼

**Input \***

DISTANCE\*  m | ENTRANCE\*  ▼

**Template \***

1 INIT CANVAS — 2 TRACK — 3 APPLY

CANCEL REGISTER

Figure 2-8 Add analytic function - People Count(Mono)

2. Please configure analytic area in the Template section. The settings are as follows.
3. **Init Canvas:** This will capture the camera screen for configuring analytic area.

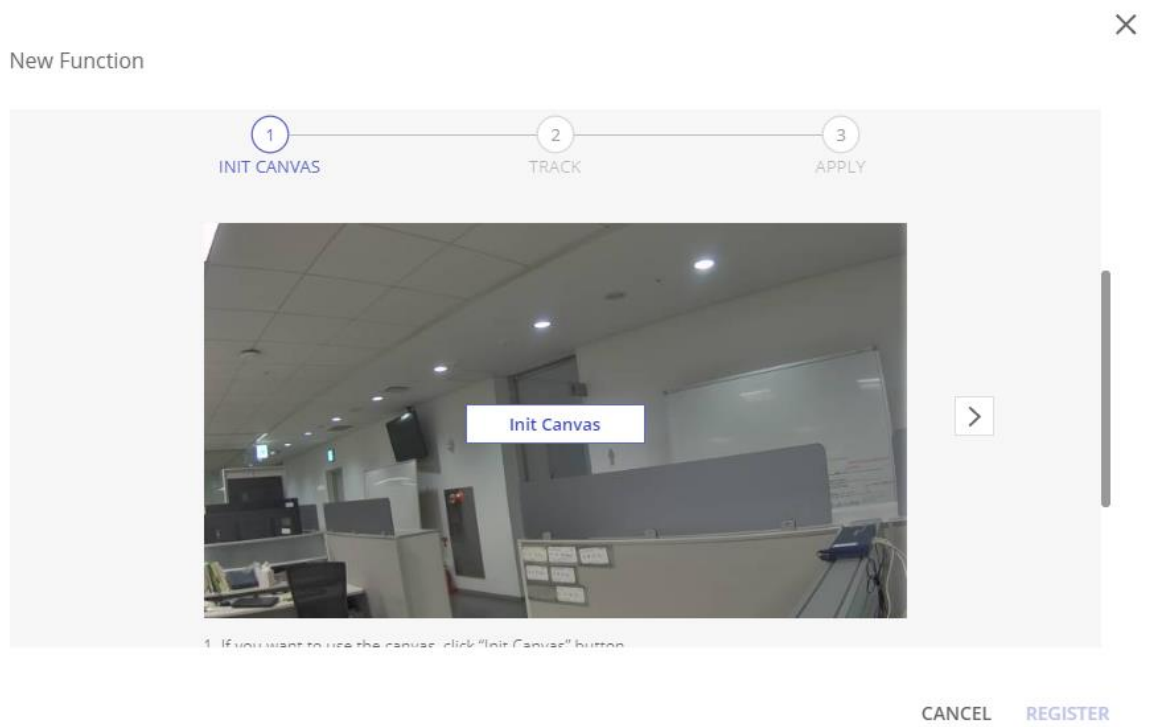


Figure 2-9 INIT CANVAS

4. **TRACK:** You can set the entrance area for counting visitors. Please drag the red area or enlarge/shrink the area by selecting the border. Entrance direction depends on the selection in the **Template** section.



New Function

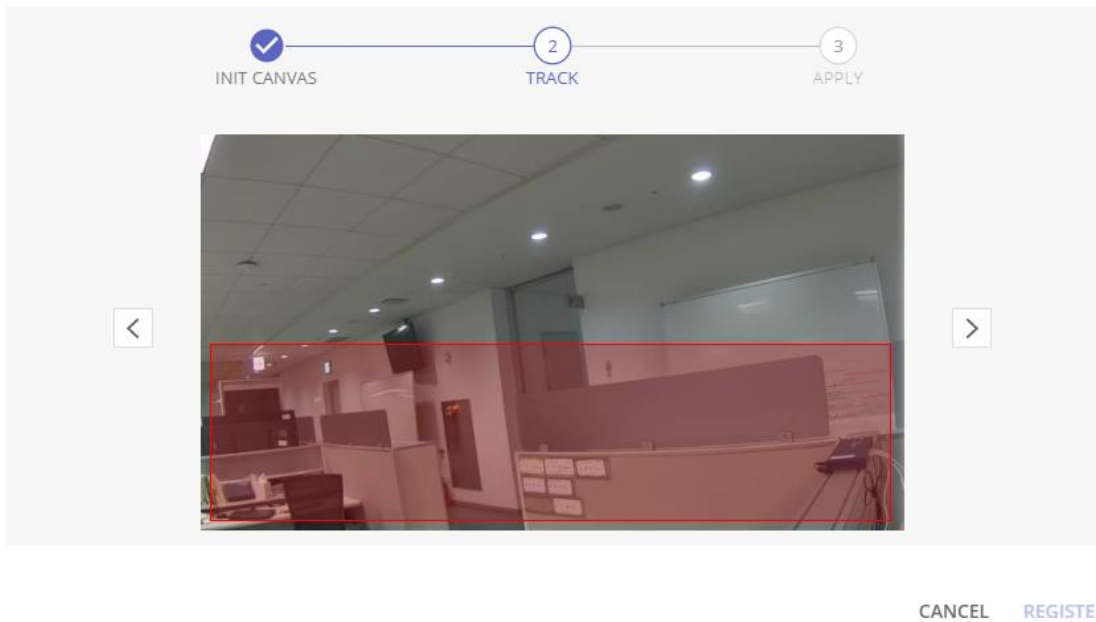


Figure 2-10 TRACK

5. **APPLY:** After confirming that the analytic area is set well, please click **REGISTER** to add analytic function.

## Heat Map

Heat Map camera is used to analyze the in-store movement of customers. On the Function Registration screen, select the **Heat Map**. Enter the information and click the **CAPTURE** in the Preview area to view the camera screen. If you click the **REGISTER** button, the **Heat Map** is registered.

The screenshot shows a 'New Function' dialog box with a close button (X) in the top right corner. The function name 'Heat Map' is selected in a dropdown menu. Below this, there is an 'Input \*' section with a label 'UPLOADED IMAGE\*' and two radio buttons: 'Yes' (which is selected) and 'No'. At the bottom of the dialog, there is a 'Preview \*' section which is currently empty. In the bottom right corner, there are two buttons: 'CANCEL' and 'REGISTER'.

Figure 2-11 Adding a new function - Heat Map

Note:

- **UPLOAD IMAGE** : When selected Yes, Camera also sends its capture screen when sending Heat Map data to the server.

## Walk By

Walk By is used to analyze the floating population around the store. On the New Function screen, select Walk By. After setting parameters for Walk By function, click the REGISTER to add function.

The screenshot shows a configuration window titled 'New Function' with a close button (X) in the top right corner. Below the title, the function name 'Walk By' is displayed with a dropdown arrow. The 'Input \*' section contains a label 'DISTANCE\*' and a text input field with the placeholder 'Enter Number' and a unit 'm'. The 'Template \*' section shows a four-step process flow: 1. INIT CANVAS, 2. TRACK(1ST), 3. TRACK(2ND), and 4. APPLY. At the bottom right, there are 'CANCEL' and 'REGISTER' buttons.

Figure 2-12 Adding a new function - Walk By

1. Please input the **DISTANCE** in **Input** section.
2. **INIT CANVAS**: This will capture the camera screen for configuring analytic area.

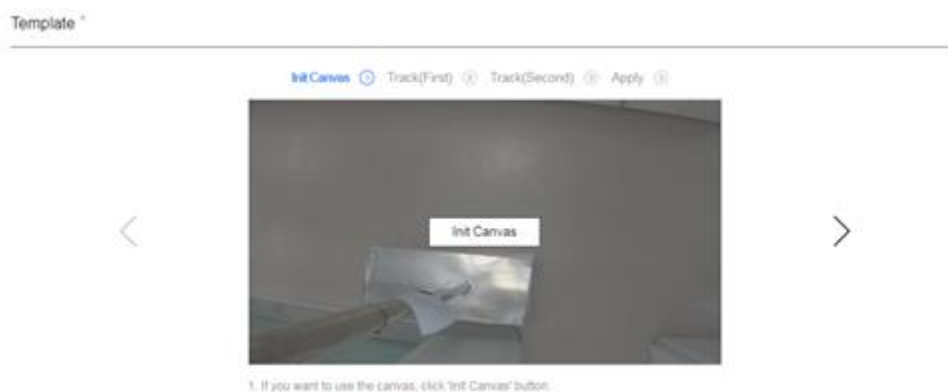


Figure 2-13 INIT CANVAS

3. **Track(First)**: Draw Walk By area. You can add one or two Walk By areas in a camera.

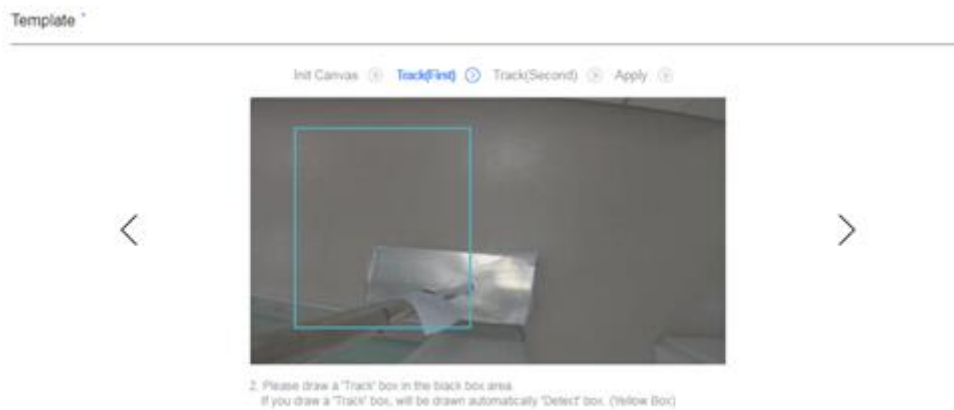


Figure 2-14 First Walk By area

4. **Track(Second)**: Draw second Walk By area. This is optional.

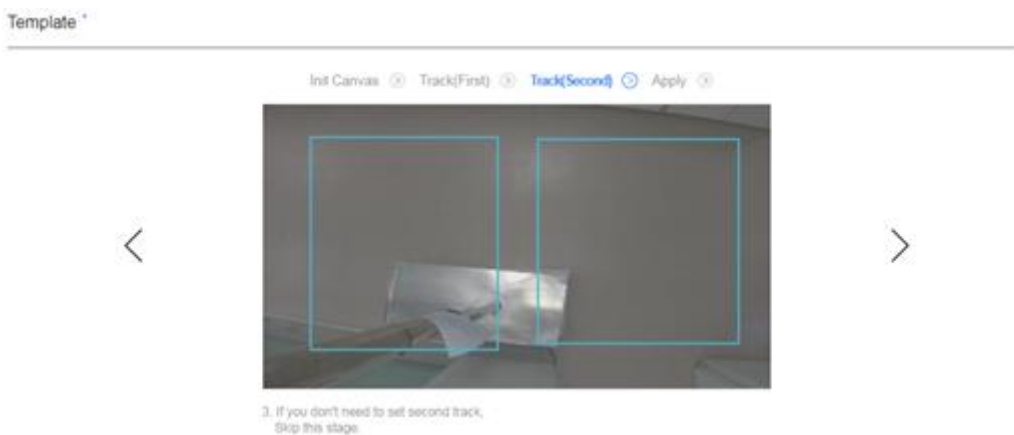


Figure 2-15 Second Walk By area

5. **Apply**: After confirming that the analytic area is set well, please click **Apply** to apply the settings.
6. After checking Advanced Setting values, then click **REGISTER**.

## Zone Count

Zone Count is used to analyze specific area in the store, It analyzes how many people entered in the area and how long they are stayed in the zone. On the New Function screen, select Zone Count. After setting

parameters for Zone Count, click the REGISTER to add function.

The screenshot shows a 'New Function' dialog box with a close button (X) in the top right corner. The 'New Function' dropdown menu is set to 'Zone Count'. Below this is the 'Input \*' section, which contains a label 'DISTANCE\*' and an input field with the placeholder text 'Enter Number' and a unit 'm'. The 'Template \*' section shows a sequence of four steps: 1. INIT CANVAS, 2. TRACK(1ST), 3. TRACK(2ND), and 4. APPLY. At the bottom right of the dialog are 'CANCEL' and 'REGISTER' buttons.

Figure 2-16 Adding a new function - Zone Count

1. Please input the **DISTANCE** in **Input** section.
2. **INIT CANVAS**: This will capture the camera screen for configuring analytic area.

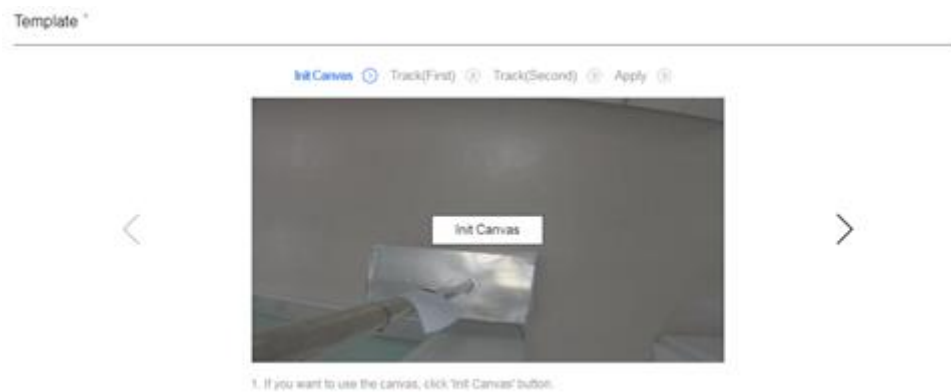


Figure 2-17 INIT CANVAS

3. **Track(First)**: Draw Zone Count area. You can add one or two Zone Count areas in a camera.

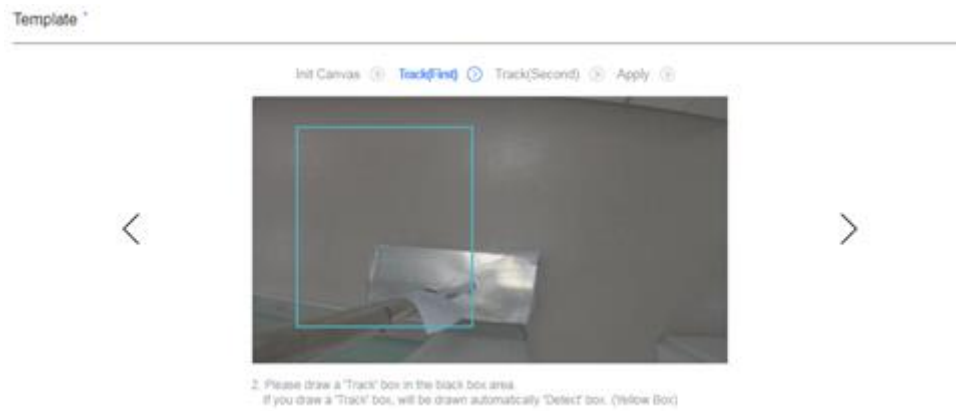


Figure 2-18 First Zone Count area

4. **Track(Second)**: Draw second Walk By area. This is optional.

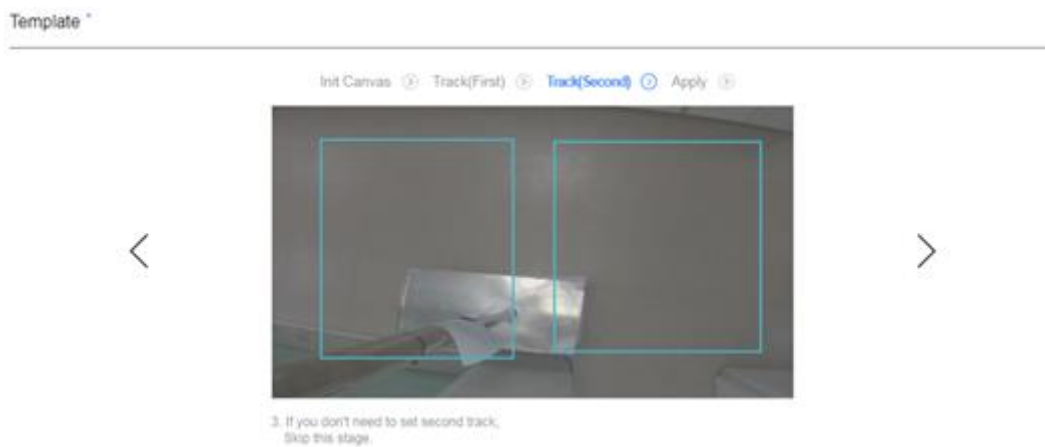



Figure 2-19 Second Zone Count area

5. **Apply**: After confirming that the analytic area is set well, please click **Apply** to apply the settings.
6. After checking Advanced Setting values, then click **REGISTER**.

## 2.6 Remote controlling a sensing device

If you select one or more cameras from the device list,  appears at the bottom. If you click the icon, the pop-up for remote-controlling device appears. Alternatively, you can remote-control the device in the information window of edge camera.

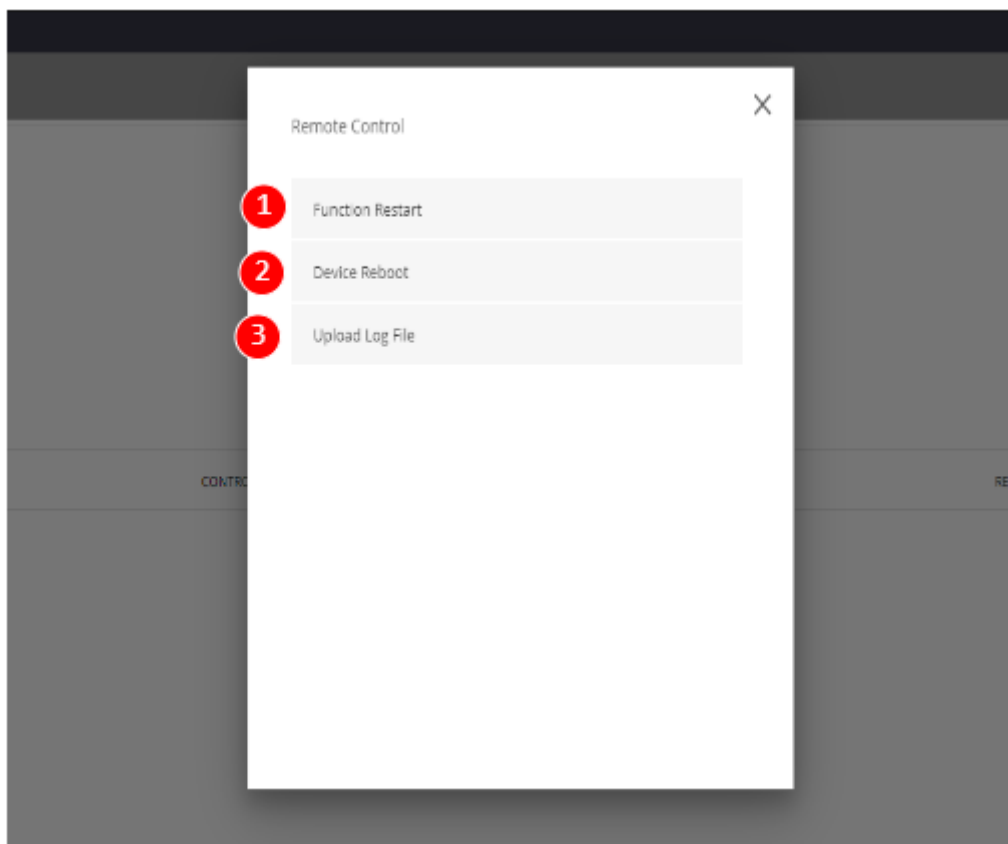




Figure 2-20 Pop-up for remote-controlling device

No.	Commands	Description
1	<b>Function Restart</b>	sending command for restarting functions of the selected device.
2	<b>Device Reboot</b>	sending command for rebooting the selected device.

No.	Commands	Description
3	<b>Upload Log File</b>	sending command for uploading the log files of the selected device. This is used for trouble-shooting device.

Table 2-3 Available commands for remote-controlling

## 2.7 Deleting a sensing device

If you select one or more devices in device list,  appears in the bottom. You can delete selected devices by clicking .

**Caution:**

Once deleted, the device and its data can not be recovered, so high attention is required when deleting the device.



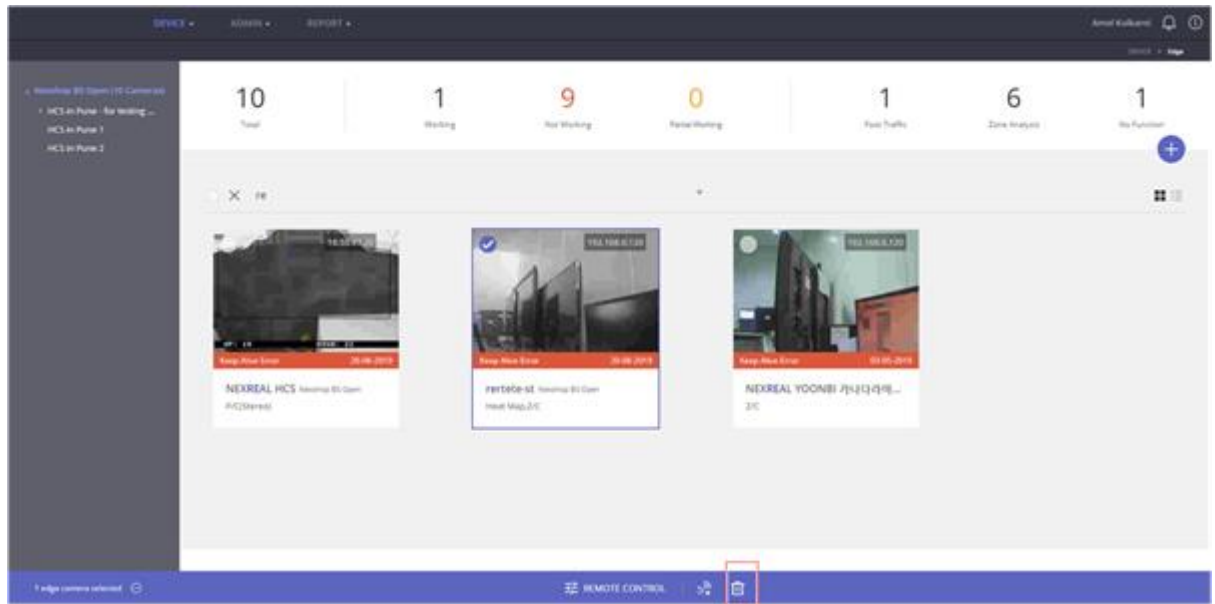


Figure 2-21 Deleting device

## 3. Managing Behavior Sensing configurations

In System Management, you can use the **ADMIN** menu to manage your store, manage users, manage floor plans, calibrate data, and manage software updates.

Chapter 3, “Managing the System,” covers the following topics:

- Managing Store
- Managing Users
- Managing Floor Plan
- Managing Data analysis
- SW Update
- Managing E-mail

### 3.1 Managing Store

Store information management is performed by the store manager or system administrator. You can register a store to manage its information.

1. On the Store Information Management screen, you can manage store information with the following items.
  - **Basic Information** : Enter store location information, date format, and time zone information.
  - **Behavior Sensing Information** : Sets whether to use the camera, Zone Count Offset (seconds), and Sensing Collection Time for each day of the week.

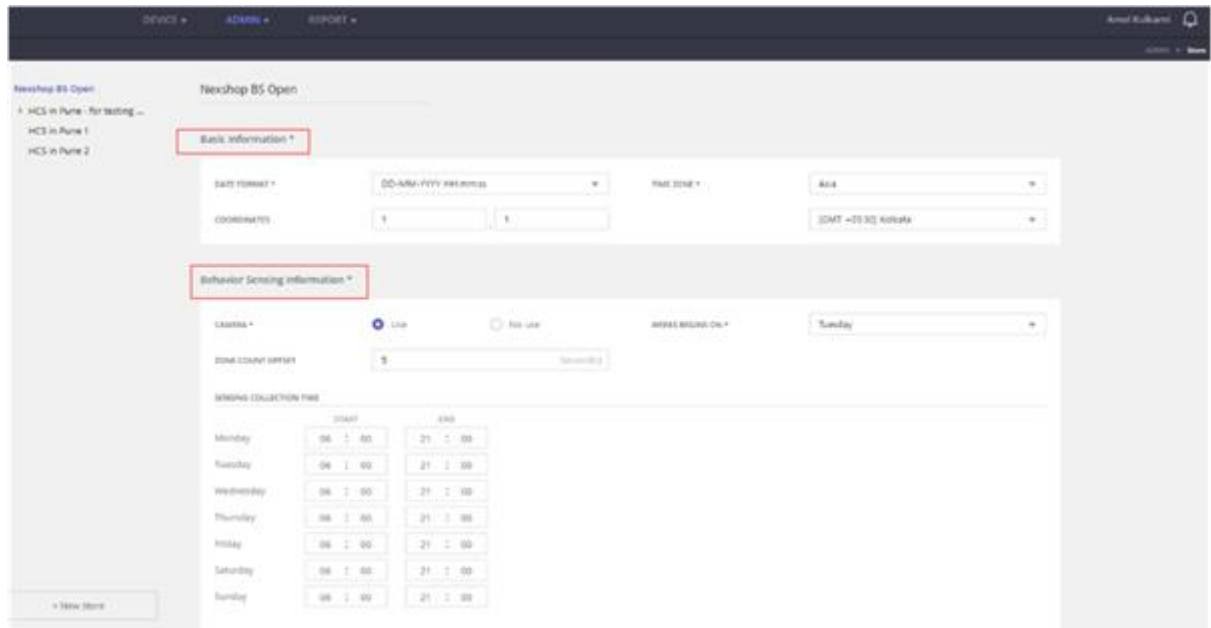


Figure 3-1 Store Inquiry Screen

2. To create a store, follow these steps:
3. Click the **New store** button. The new store information input screen appears. The default name **New store** will appear. Enter the desired name.

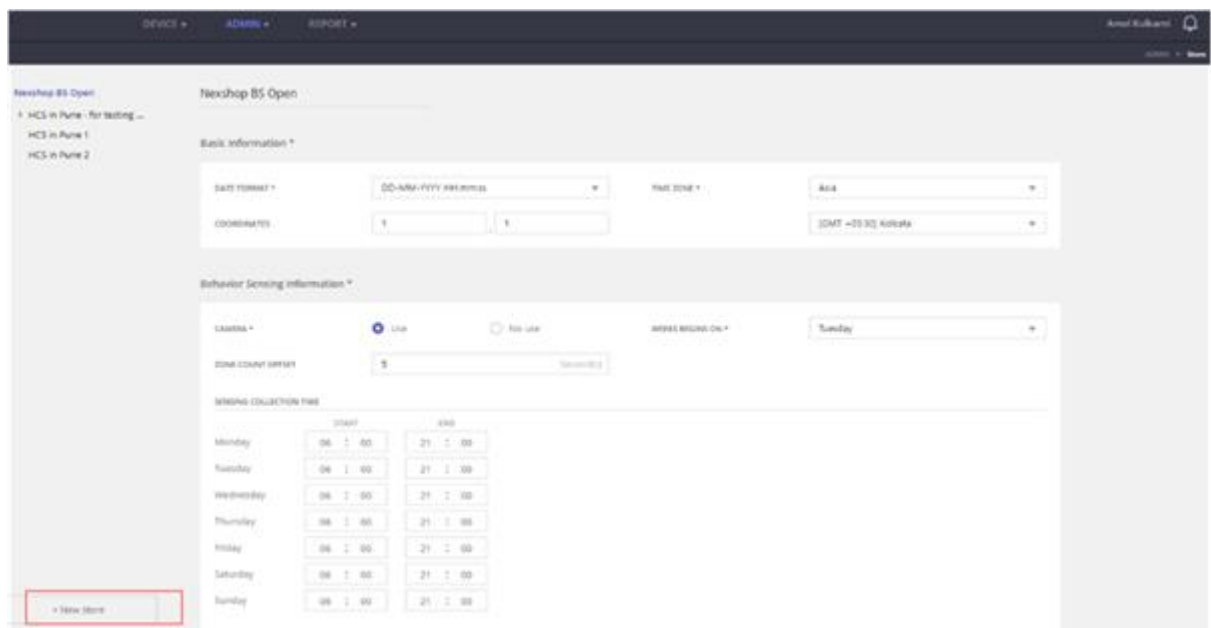


Figure 3-2 Store Creation Screen

4. Enter information in the **Basic Information** field. Set the **TIME ZONE**, **DATE FORMAT** and **COORDINATES** .

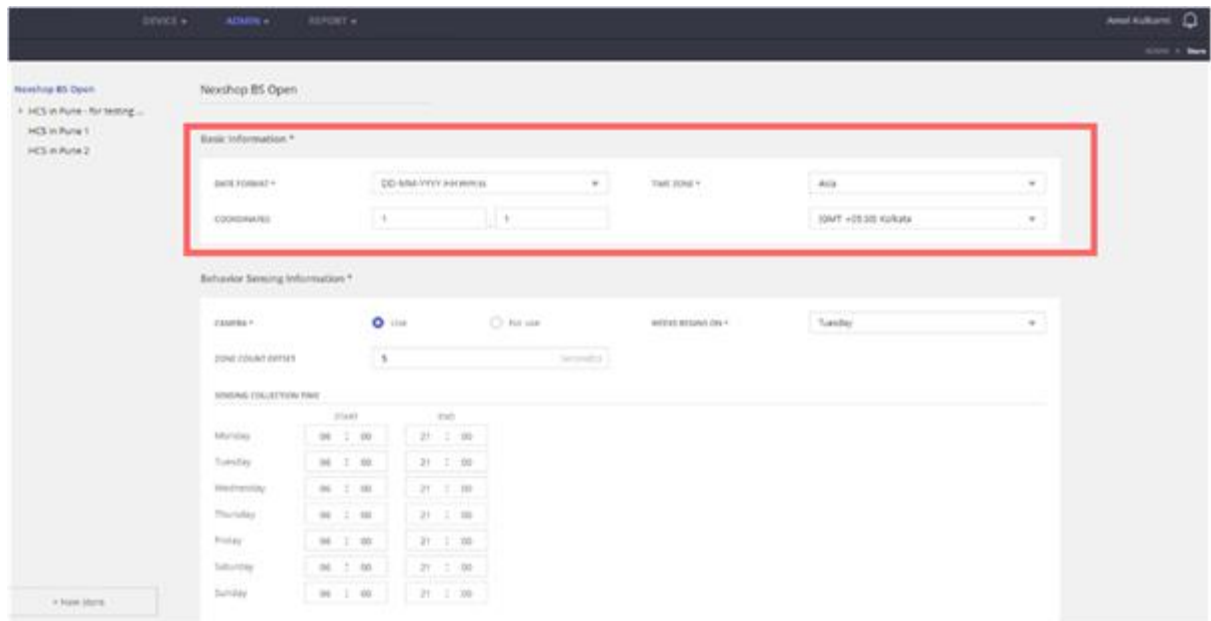


Figure 3-3 Basic Information Input Screen

5. You can set the information in the **Behavior Sensing Information** text box. You can set whether or not to use the camera, set Zone Count Offset, and start and end time of Sensing Collection Time for each day of the week.

**Note:**

Data outside of hours is not aggregated in the report.

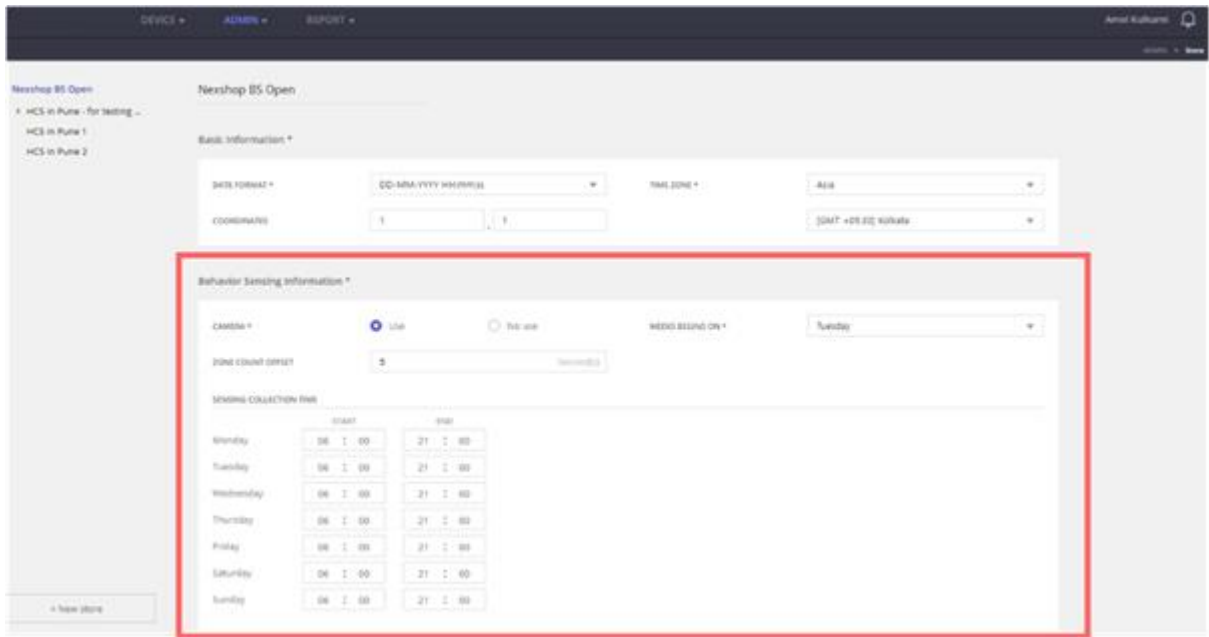


Figure 3-4 Behavior Sensing Information Setting Screen

6. Click the New Option button in the **Report Option** area to register the settings you want to apply to the People Count, Visitor Ratio, and Face Analysis Common reports.

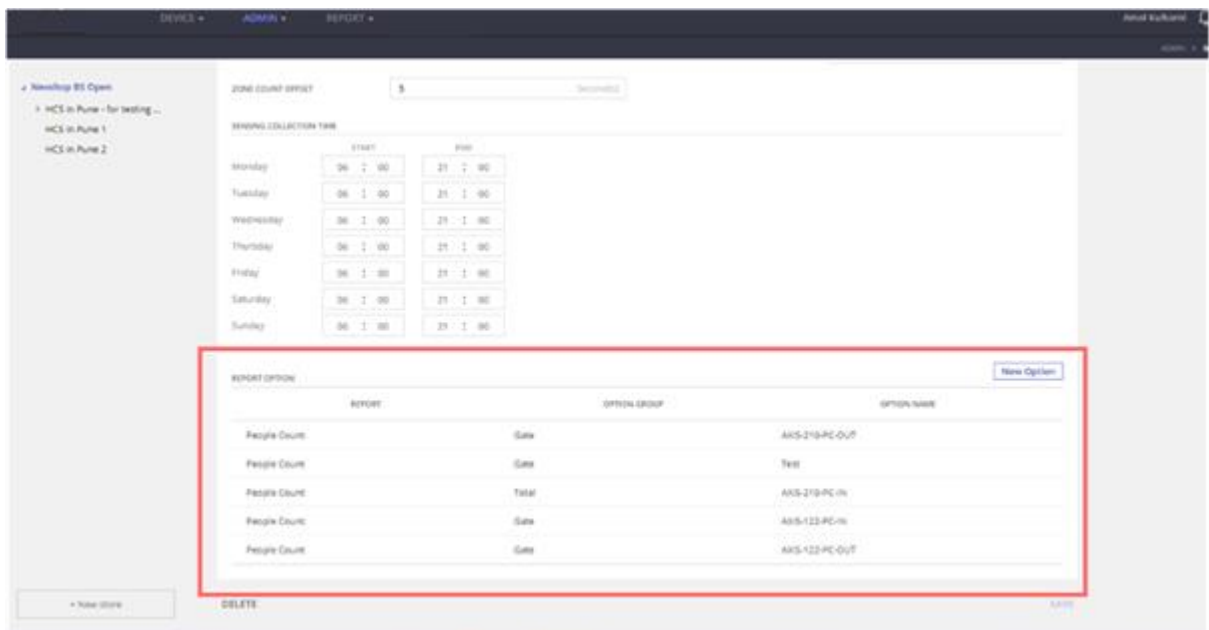


Figure 3-5 Report option Information Setting Screen

7. Select the sensor to be included in the **group**, put it on the right side, enter the Option Name and save.

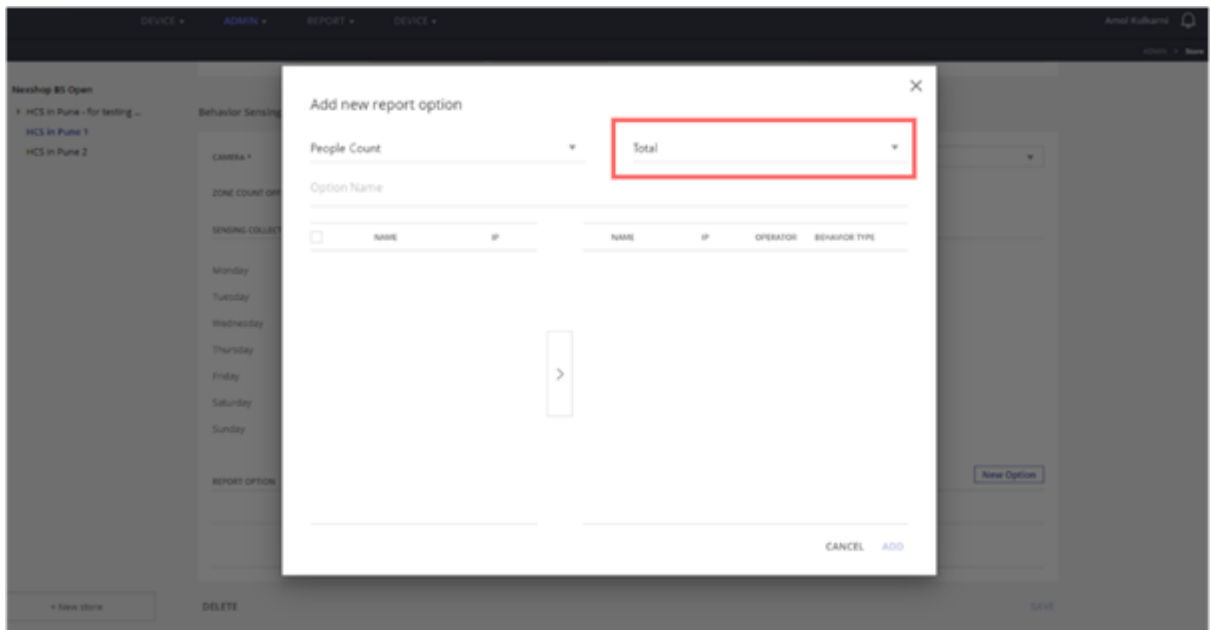


Figure 3-6 Report option - Group setting screen

**Note:**

In the assigned sensor, you can specify the sum (+), subtraction (-), in direction, and out direction. Face Analysis can only specify sums and subtractions.

8. Click **SAVE** on the bottom right of the screen. You will see a message at the bottom of the screen indicating that the creation was successful.

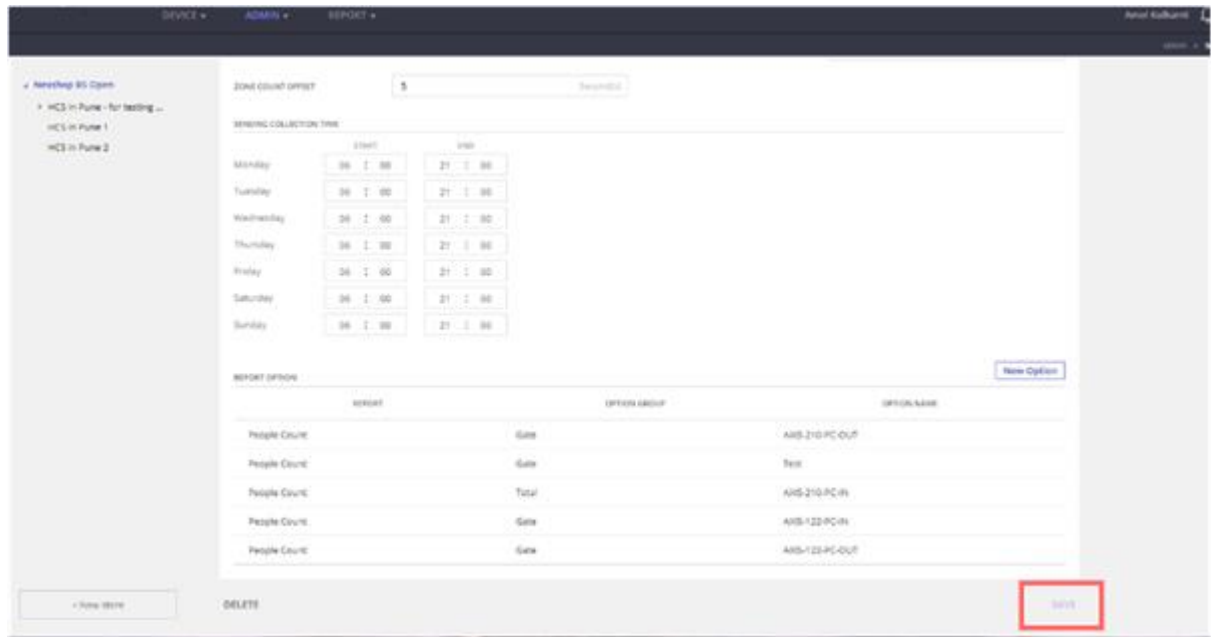


Figure 3-7 Save Screen

## 3.2 Managing Users

User management is performed by System admin or Store manager. You can check the information of users using the system and manage users by adding and deleting users. To add a user, follow these steps:

1. To add a user, click **ADMIN > User > New Account**

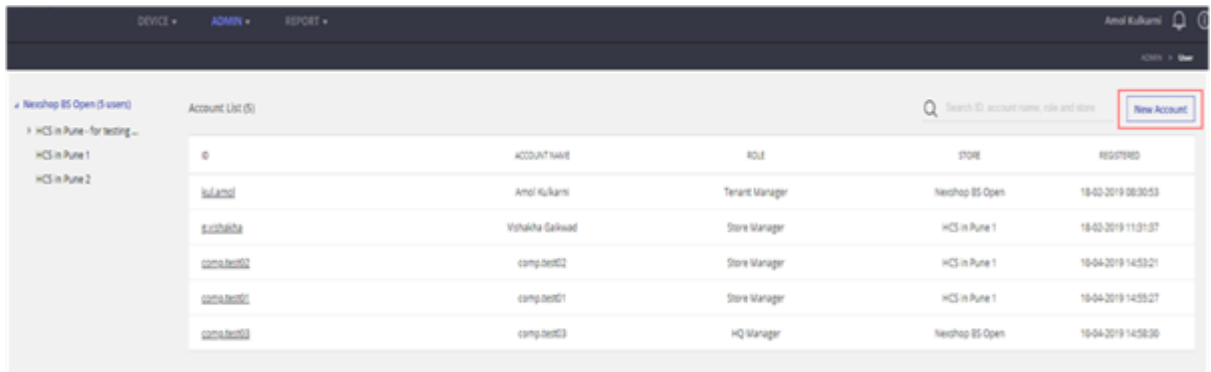


Figure 3-8 Add User Screen

2. A new user information input window appears. Enter information in the items marked with \*. Enter your store, ID, account name, password, role, etc.



**Add new account**

Store \* Nexshop BS Open

ID \* Enter ID [Check ID](#)

Account Name \*

Password \*

Language \* English

Role\*  Tenant Manager  HQ Manager

※ Nexshop do not collect and process personal information. Therefore, please do not enter any information that identifies you (ie, your personal information) when you create your account.

I have verified that my account information does not contain any personal information.

[CANCEL](#) [ADD](#)

Figure 3-9 User Information Input Screen

- When done, click **ADD**.

✕

Add new account

Store \* Nexshop BS Open ▼

ID \* Enter ID Check ID

Account Name \*

Password \* ⓘ \*\*\*\*\*

Confirm password

Language \* English ▼

Role\*  Tenant Manager  
 HQ Manager

---

⌘ Nexshop do not collect and process personal information. Therefore, please do not enter any information that identifies you (ie, your personal information) when you create your account.

I have verified that my account information does not contain any personal information.

ADD CANCEL

Figure 3-10 ADD Screen

- To search for a user, enter the username in the search box at the top right of the screen.

The screenshot shows a web interface with a top navigation bar containing 'DEVICE', 'ADMIN', and 'REPORT' menus, and a user profile 'Anil Kulkarni'. Below the navigation is a sidebar with a tree view showing 'Nexshop BS Open (3 users)', 'HCS in Pune - for testing -', 'HCS in Pune 1', and 'HCS in Pune 2'. The main content area is titled 'Account List (5)' and features a search bar with a magnifying glass icon and the text 'Search ID, account name, role and store'. A 'New Account' button is located to the right of the search bar. Below the search bar is a table with the following data:

ID	ACCOUNT NAME	ROLE	STORE	REGISTERED
<a href="#">anil</a>	Anil Kulkarni	Tenant Manager	Nexshop BS Open	18-02-2019 08:30:53
<a href="#">gopalshaha</a>	Vishalsha Galwad	Store Manager	HCS in Pune 1	18-02-2019 11:31:07
<a href="#">comp.test02</a>	comp.test02	Store Manager	HCS in Pune 1	10-04-2019 14:53:21
<a href="#">comp.test01</a>	comp.test01	Store Manager	HCS in Pune 1	10-04-2019 14:55:27
<a href="#">comp.test03</a>	comp.test03	HQ Manager	Nexshop BS Open	10-04-2019 14:58:30

Figure 3-11 User Search Screen

### 3.3 Managing the Floor Plan

To add a floor setting, follow these steps:

1. Click **ADMIN > Floor Plan** . A list of registered floor settings is displayed.

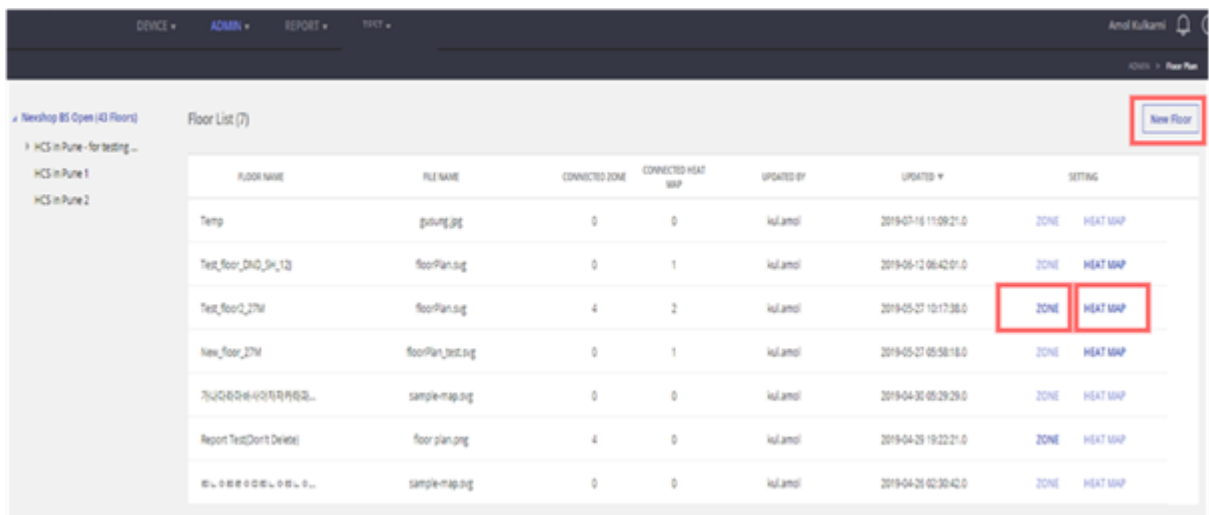


Figure 3-12 Floor Plan Search Screen

2. Click **New Floor** New Floor. The Add Floor Settings screen appears.
3. After entering the layer name, select the drawing file in the **Select File** item and click the **Create** button to add the layer setting.

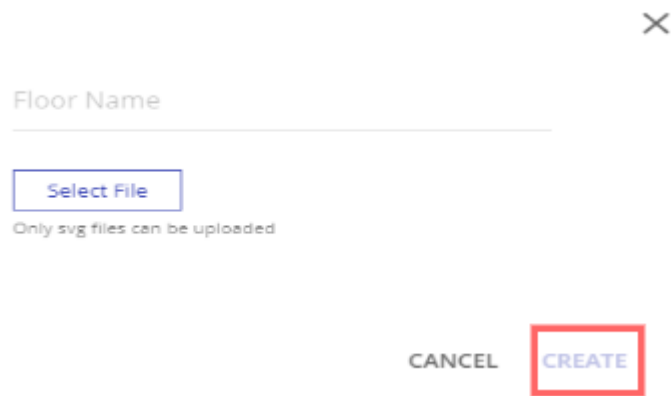


Figure 3-13 Layer Settings Screen

4. Click **Zone** to display the drawing image where you can set the zone to map. To set up a zone, follow these steps:
  - Click **Add Zone** on the left side of the Zone setup screen.
  - When the Add Zone screen appears, enter the zone name.
  - Search for the camera name or IP and select the desired camera.
  - Set the desired area by clicking the mouse on the right side of the Zone setting screen.
  - Click **DONE** to link the Zone name to the zone you set.
  - Click **SAVE** to save your Zone settings.

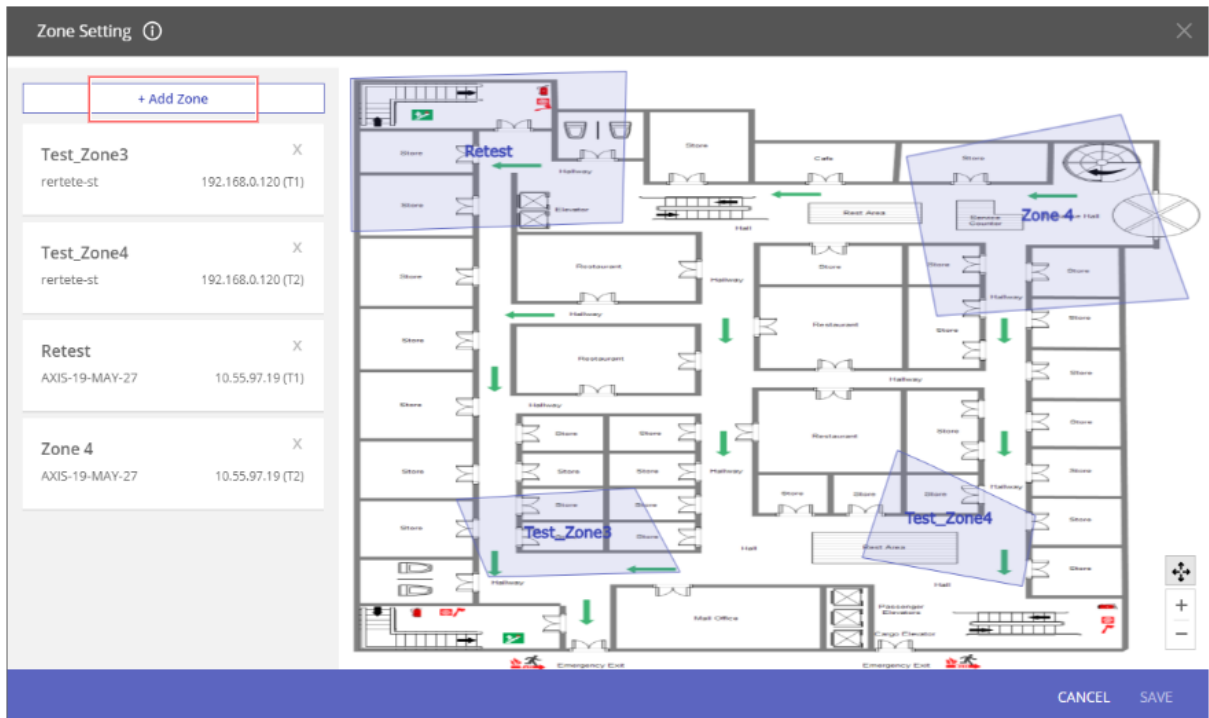


Figure 3-14 Setting Zone Screen

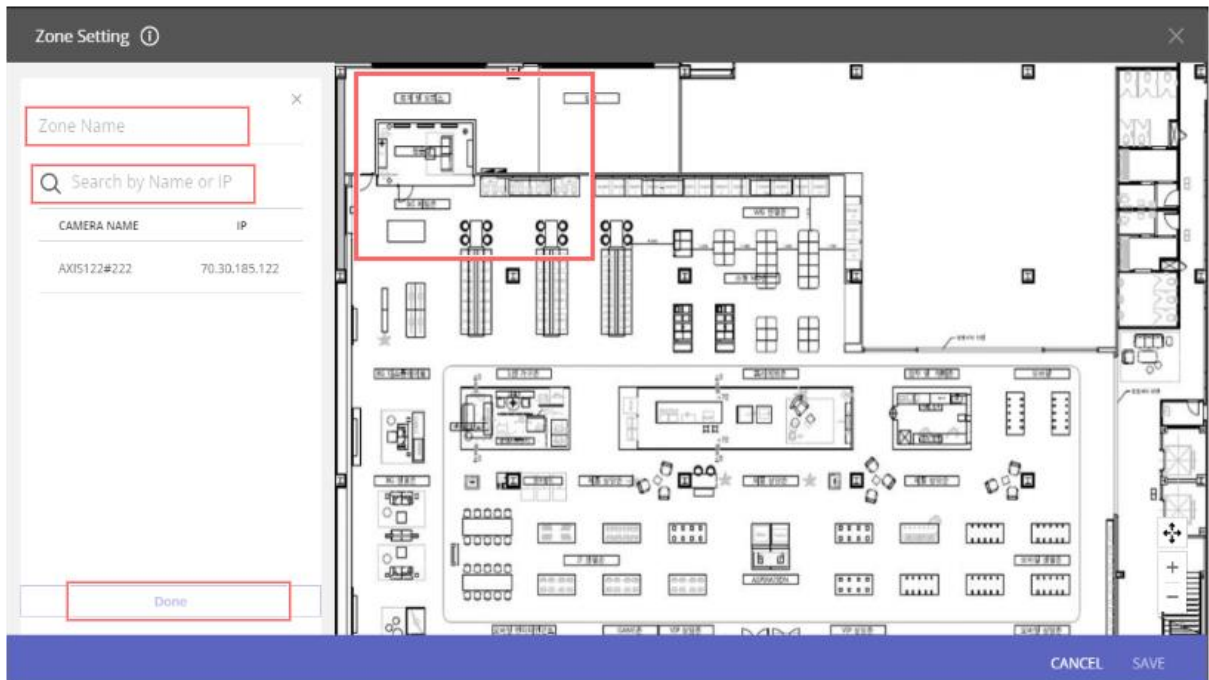


Figure 3-15 Add Zone Screen

5. Clicking **HEAT MAP** brings up a drawing image that allows you to set the area to map. To set up HEAT

MAP, follow the steps below.

- Click **Add Area** on the left side of the Heat Map setup screen.
- When the Add Heat Map screen appears, search for a camera name or IP and select the camera.
- Set the desired area by clicking the mouse several times on the right side of the Heat Map setting screen.
- Click **DONE** to set the Heat Map area.
- Click **SAVE** to save the Heat Map settings.

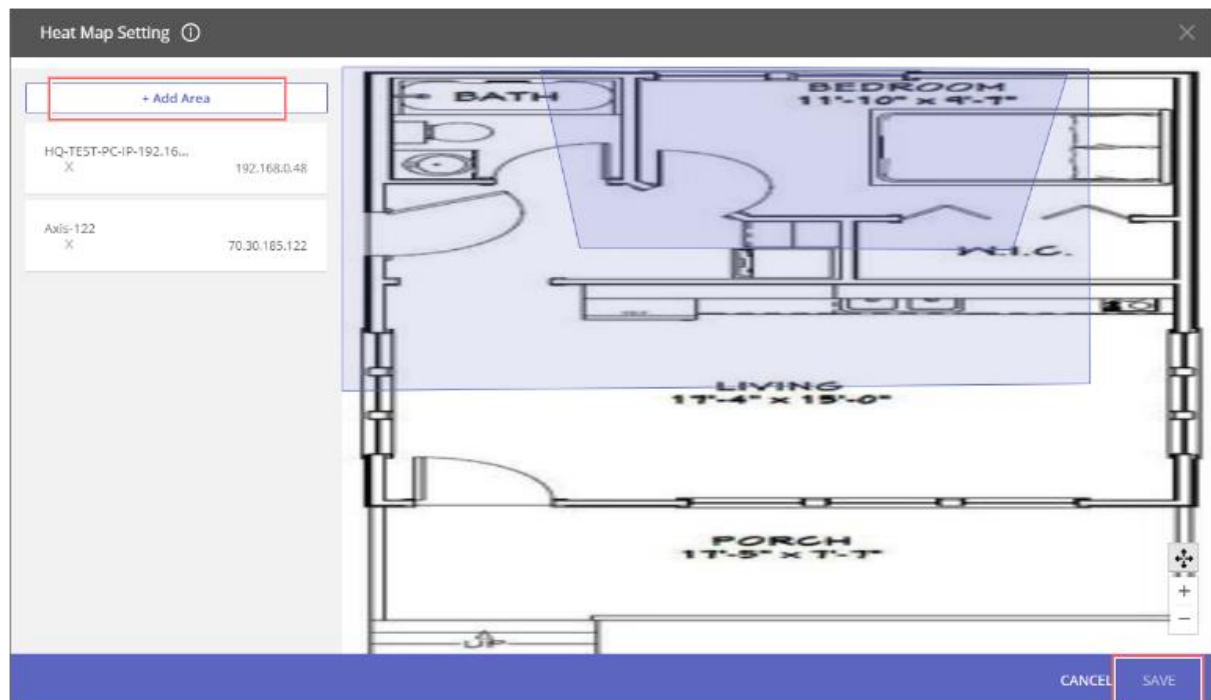


Figure 3-16 Heat Map Setting Screen

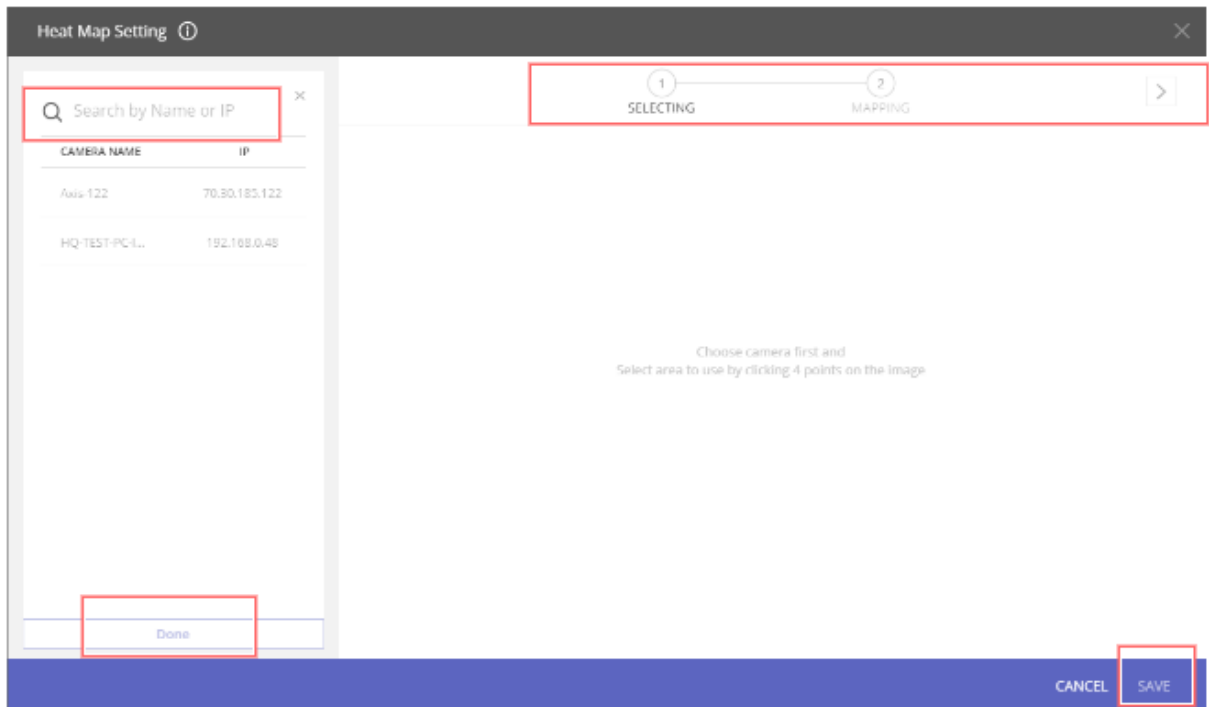


Figure 3-17 Heat Map Setting - Area Setup Screen

## 3.4 Managing Data Calibration

1. In Manage Data Calibration, set the data calibration options. You can copy analysis options set at other stores, or set your own calibration rate by day and hour.

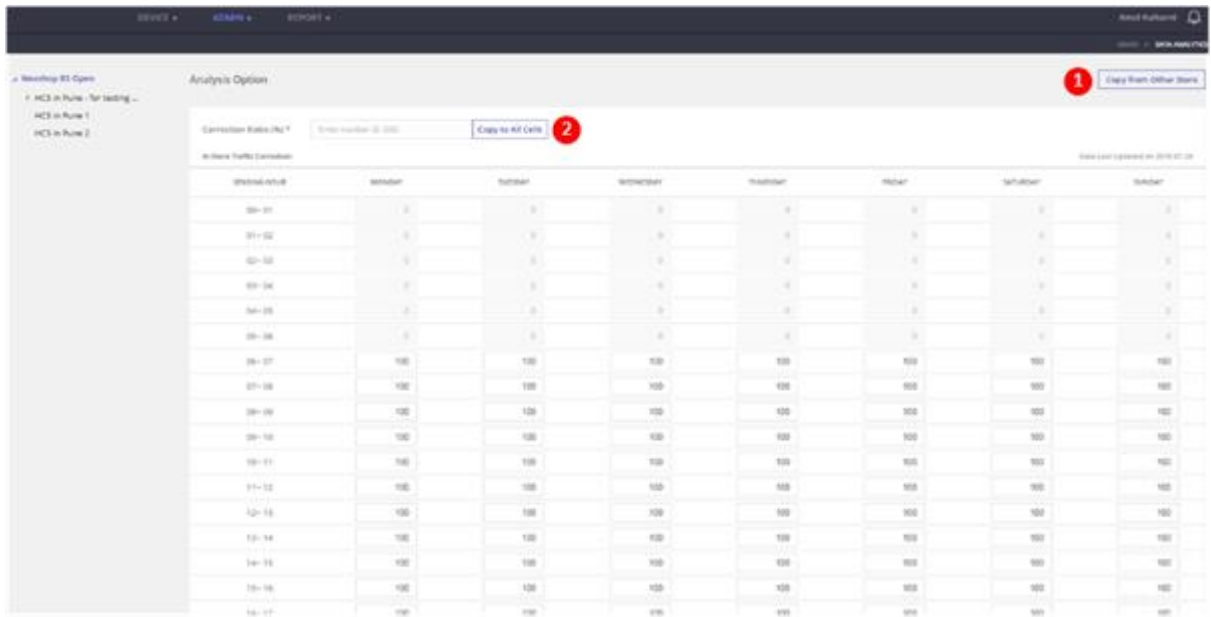


Figure 3-18 Manage Data Calibration Screen

No.	Items	Description
1	<b>Copy from Other Store</b>	Copy the calibration percentage from another store.
2	<b>Copy to All Cells</b>	Copies all items by the entered value.

Table 3-1 Correcting Data

2. You can select other stores you want to copy and set the direct correction ratio by day and hour.



Copy from Other Store

Store\* **1** Nexshop BS Open

CANCEL DONE

Figure 3-19 Copy from another store - store selection screen

3. You can reset all the entered values by clicking **RESET** button. You can also save the entered correction ratio values by clicking the **SAVE** button.

08-09	100	100	100	100	100	100	100
09-10	100	100	100	100	100	100	100
10-11	100	100	100	100	100	100	100
11-12	100	100	100	100	100	100	100
12-13	100	100	100	100	100	100	100
13-14	100	100	100	100	100	100	100
14-15	100	100	100	100	100	100	100
15-16	100	100	100	100	100	100	100
16-17	100	100	100	100	100	100	100
17-18	100	100	100	100	100	100	100
18-19	100	100	100	100	100	100	100
19-20	100	100	100	100	100	100	100
20-21	100	100	100	100	100	100	100
21-22	0	0	0	0	0	0	0
22-23	0	0	0	0	0	0	0
23-24	0	0	0	0	0	0	0

**1** RESET **2** SAVE

Figure 3-20 Managing Data Analysis - Save Screen

### 3.5 Managing SW Update

**SW Update** is performed by Store Manager. After the application is properly installed on the camera in the store, you can set up to deploy and rollback. To set up, follow these steps:

1. Click **ADMIN > SW Update**.

TYPE	SW VERSION	FILE NAME	SIZE	UPLOADED	DEPLOYED BY	STATUS	
AXIS-EDGE-4M	1.0-3_arm7hf	NexhopOS_1.0-3_arm7hf.exp	9.25 MB	26-07-2019	saung.kim	Ready to Deploy	DEPLOY
NEXREAL-EDGE-AH	1.0-3_arm7hf	NexhopOS_1.0-3_arm7hf.exp	9.24 MB	26-07-2019	saung.kim	Ready to Deploy	DEPLOY
AXIS-EDGE-4L	4.1-0_arm7hf	NexhopOS_4.1-0_arm7hf.exp	9.25 MB	18-07-2019	saung.kim	Deployed 2019-07-18 08:28:0	DEPLOYED
AXIS-EDGE-4E	4.0-0_arm7hf	NexhopOS_4.0-0_arm7hf.exp	9.25 MB	18-07-2019	saung.kim	Partially Deployed on	DEPLOY
NEXREAL-EDGE-AH	3.0-0	NEXREAL_3.0-0.exp	0.60 MB	19-04-2019	saung.kim	Deployed 2019-04-26 09:01:04.0	DEPLOYED

Figure 3-21 Software Update Query Screen

2. When the Status is Ready to Deploy in the SW Update list, click Deploy to bring up the SW Update screen. Select the SW and click the Update button to complete the update.

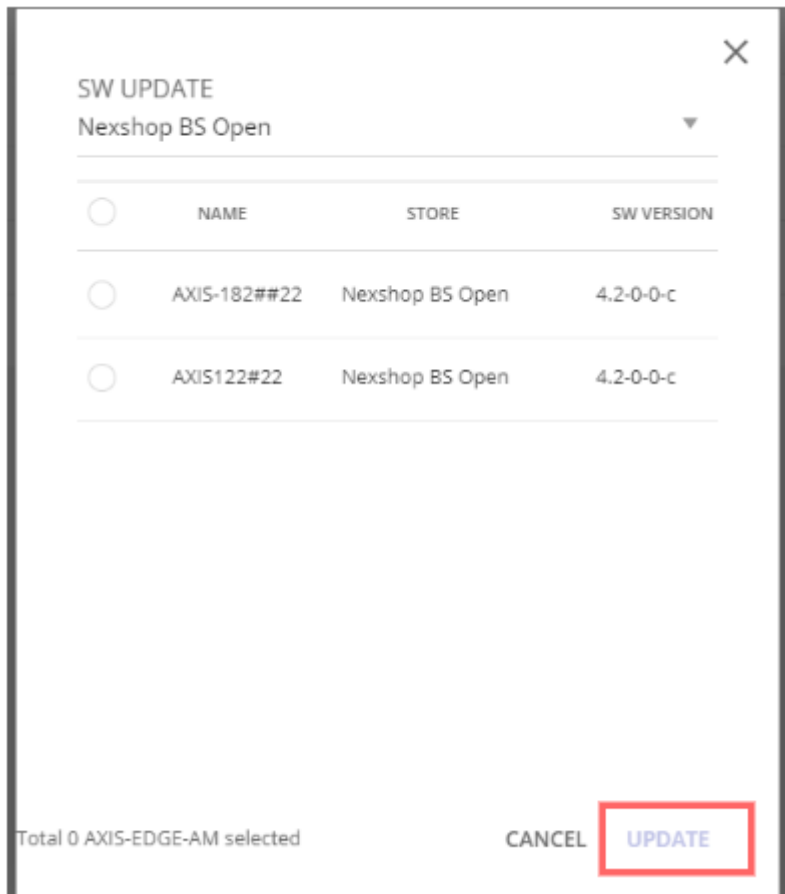


Figure 3-22 Software Update Screen

3. To update the software, select the store and the in-store camera device and perform the update.

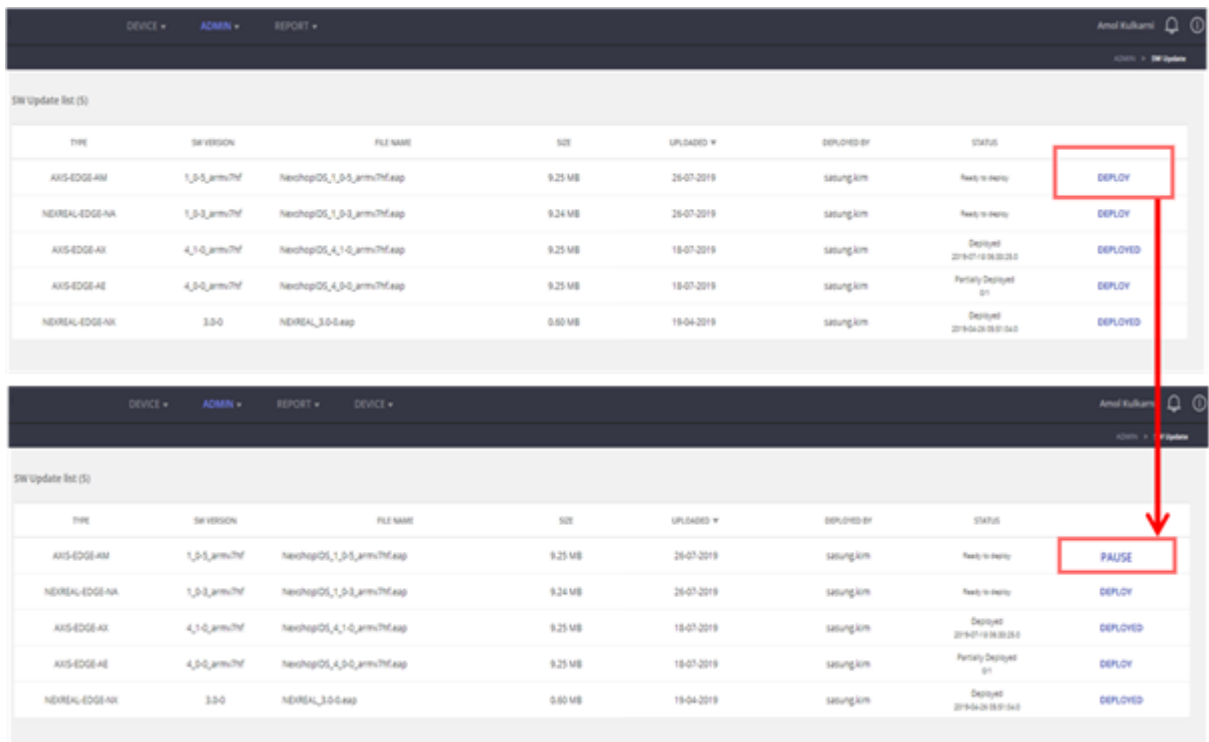


Figure 3-23 Change Setting Screen

**Note:**

There are two types of SW Update status: DEPLOY and DEPLOYED.

4. You can check the SW Update file history information by selecting a specific type from the current final version list by device type.

The screenshot shows a management interface for 'NEXREAL-EDGE-NA'. At the top, there are navigation tabs for 'DEVICE', 'ADMIN', and 'REPORT'. The user 'Amul Kulkarni' is logged in. The main content area is titled 'History' and contains a table with the following columns: 'fw version', 'fw file name', 'size', 'update date', 'deployed by', 'status', and 'DEPLOY'. The table lists 18 update entries with various versions (e.g., 3.0-0, 3.0-1, 3.0-2, 3.0-3, 3.0-4, 3.0-5, 3.0-6, 3.0-7, 3.0-8, 3.0-9, 3.0-10, 3.0-11, 3.0-12, 3.0-13, 3.0-14, 3.0-15, 3.0-16, 3.0-17, 3.0-18) and their corresponding file names, sizes, update dates, and deployment statuses.

fw version	fw file name	size	update date	deployed by	status	DEPLOY
1.0.0_pmu7fw	fwUpgrade_1.0.0_pmu7fw.apk	9.24 MB	26-07-2019	saibung.kim	Ready to deploy	DEPLOY
3.0-0	NEXREAL_3.0-0.apk	0.60 MB	18-09-2019	saibung.kim	Deployed 2019-09-18 09:30:00	DEPLOYED
3.0-0	NEXREAL_3.0-0.apk	0.60 MB	18-09-2019	saibung.kim	Deployed 2019-09-18 07:51:14	DEPLOYED
3.0-0	NEXREAL_3.0-0.apk	0.60 MB	18-09-2019	saibung.kim	Deployed 2019-09-18 10:41:36	DEPLOYED
3.0-0	NEXREAL_3.0-0.apk	0.61 MB	06-04-2019	saibung.kim	Deployed 2019-04-06 10:59:30	DEPLOYED
3.0-0	NEXREAL_3.0-0.apk	0.61 MB	04-04-2019	saibung.kim	Partially Deployed 0%	DEPLOY
3.0-0	NEXREAL_3.0-0.apk	0.61 MB	04-04-2019	saibung.kim	Deployed 2019-04-04 08:58:00	DEPLOYED
Tpam_3.4.0	NEXREAL_Tpam_3.4.0.apk	0.61 MB	03-04-2019	saibung.kim	Deployed 2019-04-03 07:28:00	DEPLOYED
3.0-0	NEXREAL_3.0-0.apk	0.61 MB	18-03-2019		Deployed 2019-03-18 11:18:00	DEPLOYED
3.0-0	NEXREAL_3.0-0.apk	0.61 MB	18-03-2019		Ready to deploy	DEPLOY
3.0-0	NEXREAL_3.0-0.apk	0.61 MB	13-03-2019		Deployed 2019-03-13 09:30:00	DEPLOYED
3.0-0	NEXREAL_3.0-0.apk	0.61 MB	07-03-2019		Partially Deployed 0%	DEPLOY
3.0-0	NEXREAL_3.0-0.apk	0.61 MB	07-03-2019		Deployed 2019-03-07 08:31:30	DEPLOYED
3.0-0	NEXREAL_3.0-0.apk	0.61 MB	07-03-2019		Deployed 2019-03-07 09:16:12	DEPLOYED
3.0-0	NEXREAL_3.0-0.apk	0.61 MB	07-03-2019		Deployed 2019-03-07 16:20:00	DEPLOYED

Figure 3-24 Detailed screen by software update type

## 3.6 Managing Email

**E-mail** is performed by the Store Manager. If the camera is disconnected or malfunctions and communication with the server is not successful, the failure notification email will be sent to the registered e-mail.

E-mail server information must be registered before sending.

1. Click **ADMIN > E-Mail**.

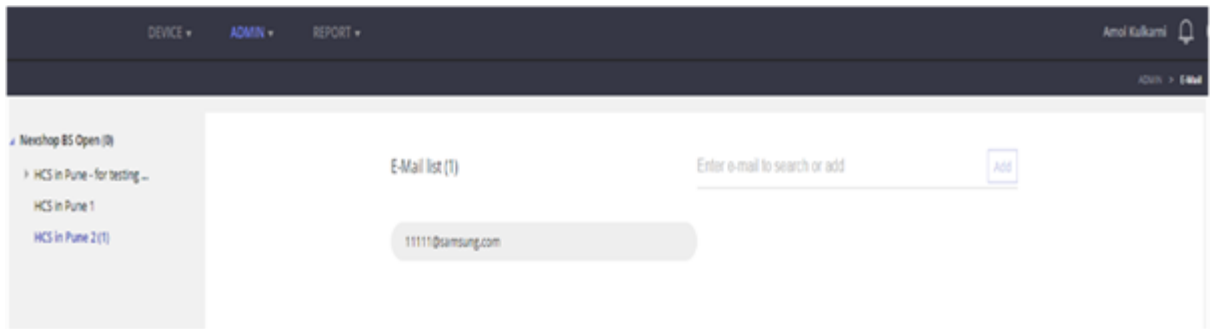


Figure 3-25 E-Mail Screen

2. To add an **E-mail**, enter the E-mail address in the search box on the right side of the **E-mail list** and tap **Add**.

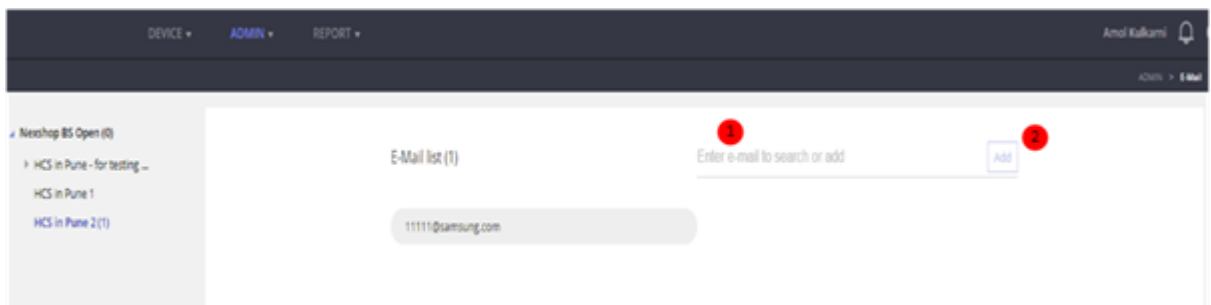


Figure 3-26 Add E-mail screen

No.	Description
1	Search for email.
2	Add E-mail

Table 3-2 Add E-mail screen

## 4. Viewing Behavior Sensing report

The information collected by the sensor can be viewed in report format from the **Report** menu. The types of reports you can see include the People Count and Zone Count reports

Chapter 4, "Checking Reports," covers the following topics:

- People Count
- Zone Count

### 4.1 People Count

To view the People Count report, follow these steps:

1. Click **REPORT > Behavior Sensing > People Count**.
2. Click on the calendar to select the desired schedule

#### Set calendar

Set the commonly used calendar in the **Report** menu as follows.

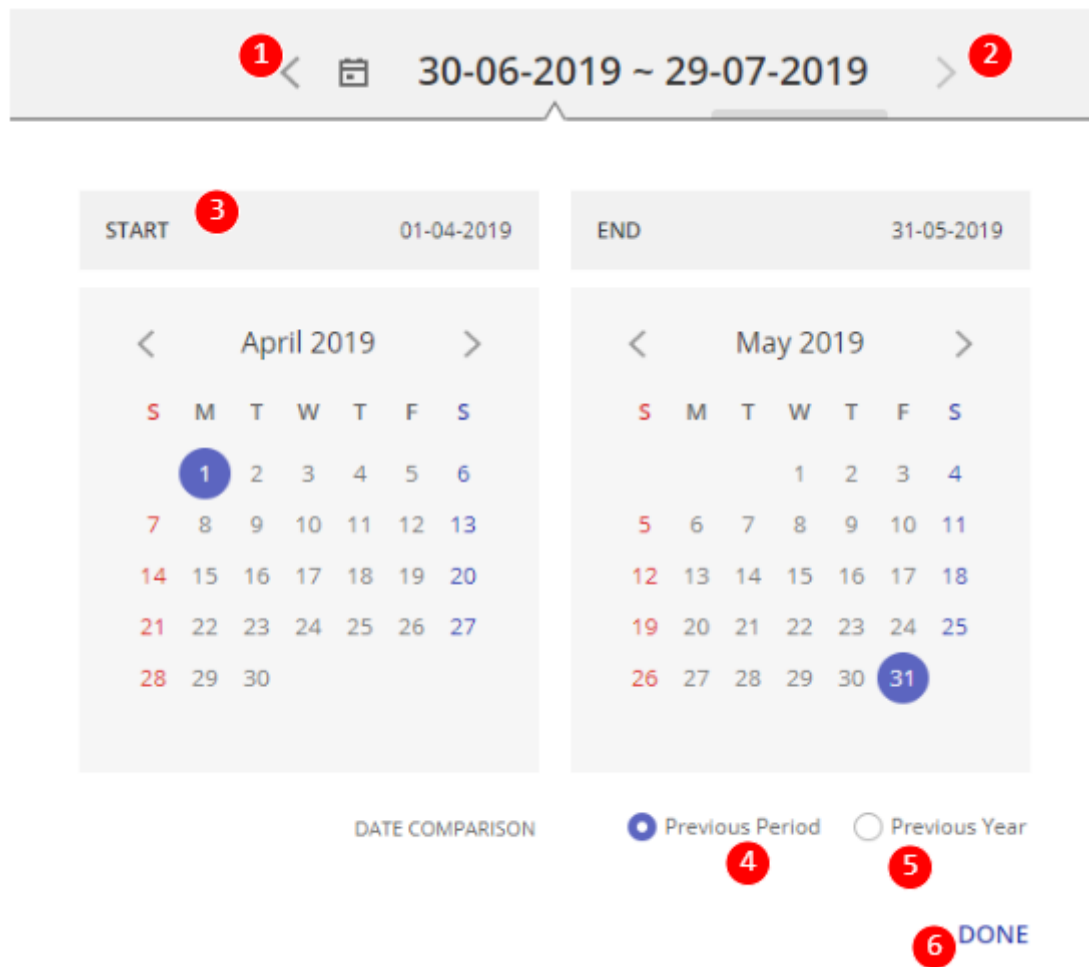


Figure 4-1 Period Setting Screen

No.	Item	Description
1	< Set to previous period	<ul style="list-style-type: none"> <li>Set by moving to the previous period in the set period.</li> </ul>
2	> Set to later period	<ul style="list-style-type: none"> <li>Set by moving to a later period in a set period.</li> </ul>



No.	Item	Description
3	Period setting area	<ul style="list-style-type: none"><li>The date range you set on the report screen is displayed (start date, end date).</li></ul>
4	Previous Period	<ul style="list-style-type: none"><li>Select if you want to compare reports by date range</li></ul>
5	Previous Year	<ul style="list-style-type: none"><li>Select if you want to compare reports by year</li></ul>
6	Done	<ul style="list-style-type: none"><li>When you click on the button, the set period is applied to the report.</li></ul>

Table 4-1 Period Setting Screen Items

## Visitors by Period

1. **People Count:** Shows the number of visitors.
2. **Visitors by Period:** Shows the number of visitors by the specified period.

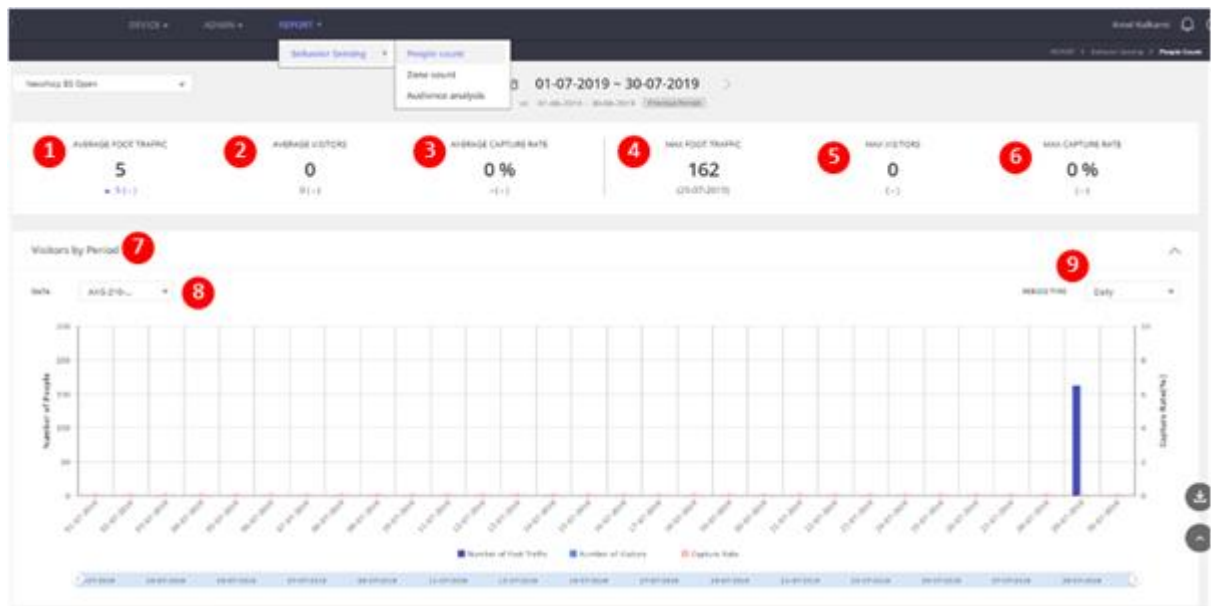


Figure 4-2 People Count Report Screen

No.	Item	Description
1	<b>Average Foot Traffic</b>	Average Foot Traffic around stores
2	<b>Average Visitors</b>	Average store visitors
3	<b>Average Capture Rate</b>	Average store visit rate
4	<b>Max Foot Traffic</b>	Maximum Foot Traffic around stores
5	<b>Max Visitors</b>	Maximum number of visitors
6	<b>Max Capture Rate</b>	Maximum store visit rate
7	<b>Visitors by Period</b>	Visitors by Period
8	<b>Data</b>	Classification of query set in Report Option
9	<b>Period Type</b>	Select Period Type (Hourly, Daily, Weekly, Monthly, Day of Week)

Table 4-2 People Count Report Items

## Visitors by Floor/Gate Views

1. **Visitors by Floor/Gate:** Shows the number of visitors by Floor or Gate.

Note:

You must first set Report Option in the **ADMIN > Store** menu.

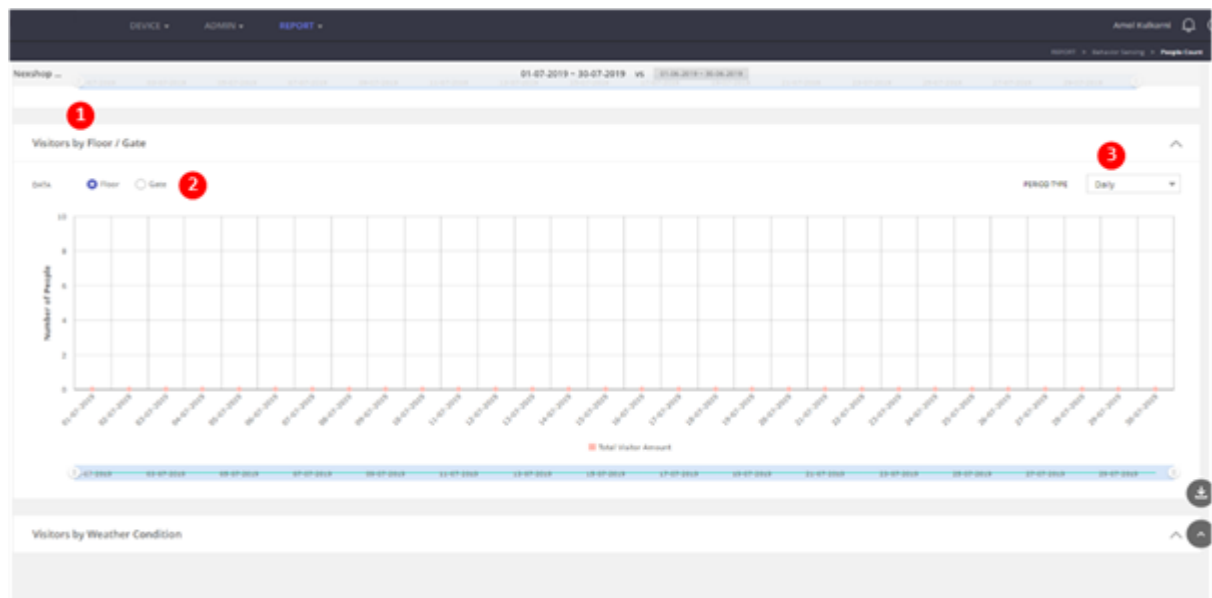


Figure 4-3 Visitors by Floor/Gate Search Screen

No.	Item	Description
1	<b>Visitors by Floor/Gate</b>	Visitors by Floor and Gate
2	<b>DATA</b>	Select data type (Floor / Gate)
3	<b>Period Type</b>	Select Hourly, Daily, Weekly, Monthly, Day of Week

Table 4-3 Visitors by Floor/Gate search Item

## Visitors by Weather Condition Search

1. **Visitors by Weather Condition** : Shows the number of visitors according to weather conditions.

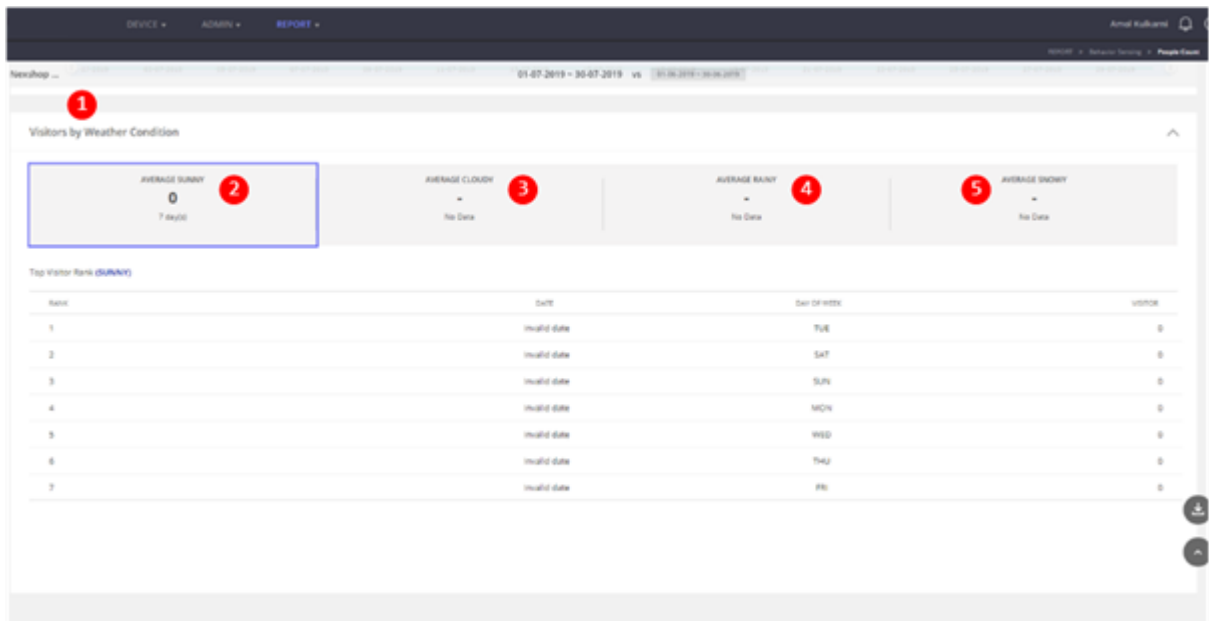


Figure 4-4 Visitors by Weather Condition Screen

No.	Item	Description
1	<b>Visitors by Weather Condition</b>	Visitors based on weather conditions
2	<b>Average Sunny</b>	Average number of visitors when sunny
3	<b>Average Cloudy</b>	Average number of visitors when Cloudy
4	<b>Average Rainy</b>	Average number of visitors when Rainy
5	<b>Average Snowy</b>	Average number of visitors when Snowy

Table 4-4 Visitors by Weather Condition Lookup Items

## 4.2 Zone Count Report

To view the Zone Count report, follow these steps:

1. Click **REPORT> Behavior Sensing> Zone Count**.
2. Click on the calendar to select the desired schedule

### Set calendar

Set the commonly used calendar in the **Report** menu as follows.

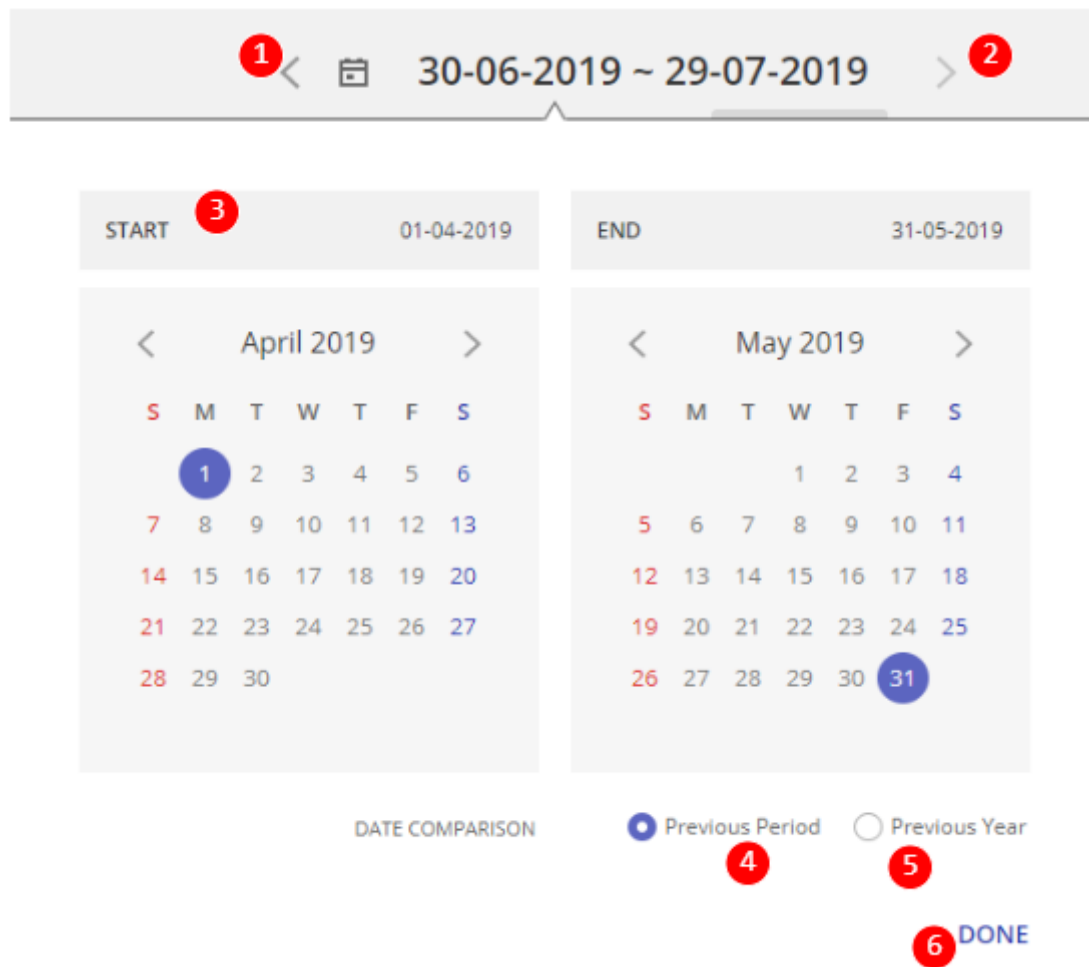


Figure 4-5 Period Setting Screen

No.	Item	Description
1	< Set to previous period	<ul style="list-style-type: none"> <li>Set by moving to the previous period in the set period.</li> </ul>
2	> Set to later period	<ul style="list-style-type: none"> <li>Set by moving to a later period in a set period.</li> </ul>

No.	Item	Description
3	<b>Period setting area</b>	<ul style="list-style-type: none"><li>The date range you set on the report screen is displayed (start date, end date).</li></ul>
4	<b>Previous Period</b>	<ul style="list-style-type: none"><li>Select if you want to compare reports by date range</li></ul>
5	<b>Previous Year</b>	<ul style="list-style-type: none"><li>Select if you want to compare reports by year</li></ul>
6	<b>Done</b>	<ul style="list-style-type: none"><li>When you click on the button, the set period is applied to the report.</li></ul>

Table 4-5 Period Setting Screen Items

## Visitors by Zone

1. **Number of Visitor, Dwell Time:** Shows the number of customers who visited your store and how long they have stayed.
2. **Visitors by Zone:** Shows the number of visitors by zone.



Figure 4-6 Zone Count Report Screen

No.	Item	Description
1	<b>Store</b>	Choose the store you want to see
2	<b>Floor</b>	Select floor you want to check
3	<b>Data Type</b>	Select Accumulation and Average
4	<b>Legend settings</b>	Legend selection (Watcher selection based on visitor count and gender age)
5	<b>Number of Visitor</b>	Number of Visitor
6	<b>Dwell Time</b>	Store dwell time
7	<b>Max Number of Visitor</b>	Max Number of Visitor
8	<b>Max Dwell Time</b>	Max Dwell Time
9	<b>Ranked 1st Visitor</b>	Zone with the most visitors
10	<b>Ranked 1st Dwell Time</b>	Zone with the longest average dwell time
11	<b>Y 축</b>	Y-axis selection (number of visitors, dwell time)
12	<b>Period Type</b>	Select Hourly, Daily, Weekly, Monthly, Day of Week



Table 4-6 Zone Count Report Items

## Heat Map

Map congestion distribution by area to store drawings to show the store's congestion status.

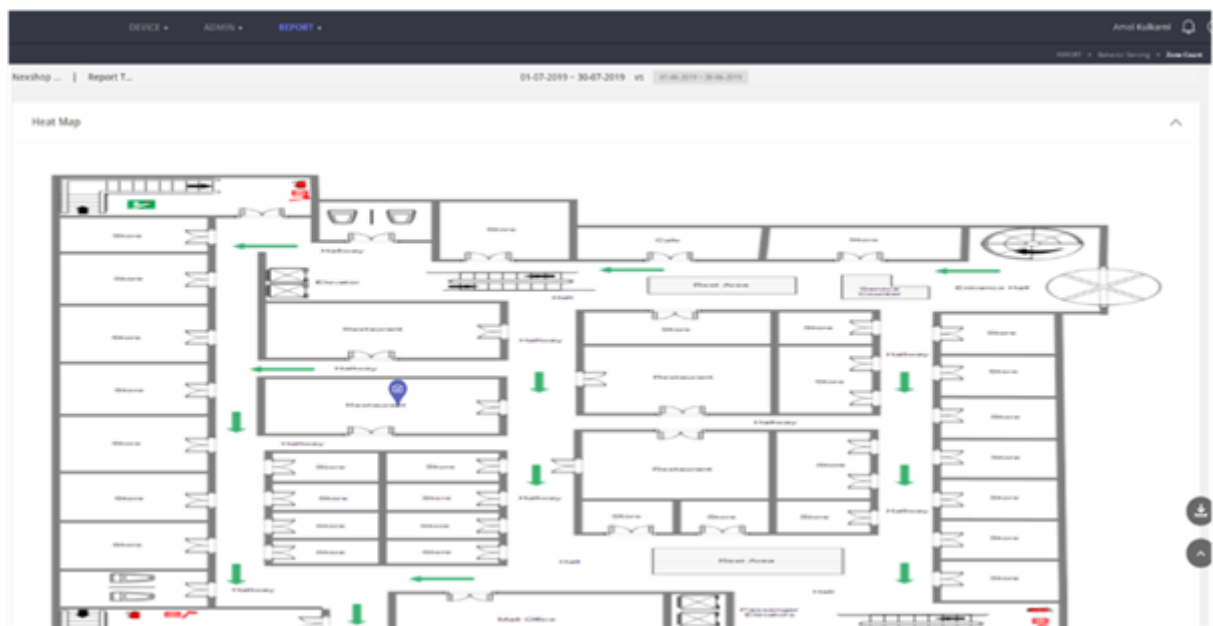


Figure 4-7 Heat Map Search Screen

## Zone Count Map

Shows the number of visitors and dwell time by area on the building drawing. Hover over the area to see the number of visitors and the time spent.



Figure 4-8 Zone Count Map Search Screen

## Zone Ranking

Shows the number of visitors and their rankings by time of stay.

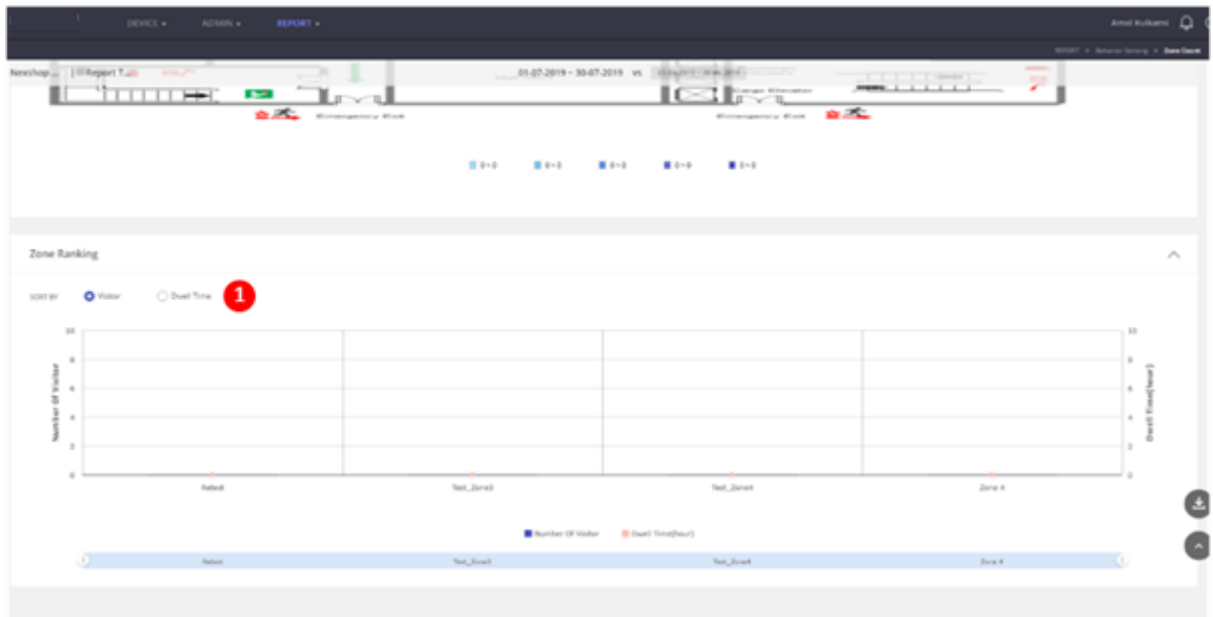


Figure 4-9 Zone Ranking Search Screen

No.	Item	Description
1	<b>SORT BY</b>	Appears when you select Sort (by visitor, by time of stay).

Table 4-7 Zone Ranking Items