

# CMS

DISCOVER YOUR UNREALIZED POTENTIAL WITH  
i3'S PEOPLE COUNTING TECHNOLOGY

## i3'S BUSINESS INSIGHTS: FROM PEOPLE COUNT TO UNREALIZED SALES

i3's People counting technology leverages your video system to do more than surveillance! i3 combines the high-resolution image of your People counting camera, incorporates the feed from your POS system and utilizes a powerful algorithm to deliver People counting, conversion rate and unrealized opportunities to help you better manage your store.

Our unique algorithm takes into consideration directions, adults, kids, couples and gets rid of the noise to provide an accurate count of real potential shoppers. All the information is easily accessible on our highly-customizable CMS dashboard.



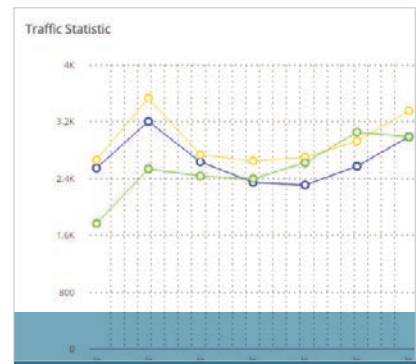
**People counting –**  
Understand the big picture!

Get a read on store traffic, monitor trends and patterns with our at-a-glance graphics. Validate the success of your marketing efforts, plan your labor accordingly and be ready to serve your customers better with this accurate metric.



**Conversion Rate –**  
Set new goals for your team!

By combining the information received from your People count camera and POS feed, i3 delivers your conversion rate in real-time. Rally your troops around this metric and see how a joint effort to improve conversion rate can deliver more profits and sales!



**Unrealized sales opportunities –**  
Go after the low-hanging fruits!

Want to know exactly how much money you are leaving on the table? Get a straight answer with our unrealized sales metrics.

Understand the situation, put a plan in place, go after the missed opportunities and measure your results– and successes– on a daily basis!