# A package to suit all environments

## Traffic Pro Starter Pack

Counter Display Unit
Infrared Reflex Sensor
RS-232 PC Cable

Traffic Pro Data Link Analysis Software
User Guide

## Traffic Pro Standard Network Pack

Intelligent Counter Recorder
Infrared Reflex Sensor
RS-232 PC Cable

Traffic Pro X Network Edition Software (Single User)
User Guide

## Traffic Pro Advanced Network Pack

Event Logger 400
2 x Tri-mode IR Sensors (Proximity, Directional and Thru-beam)

Traffic Pro X Network Edition Software (Single User)
RS-232 PC Cable
User Guide

## Traffic Pro Standard Retail Pack

Intelligent Counter Recorder
Infrared Reflex Sensor
RS-232 PC Cable

Traffic Pro X Retail Edition Software (Single User)
User Guide

## Traffic Pro Advanced Retail Pack

Event Logger 400
2 x Tri-mode IR Sensors (Proximity, Directional and Thru-beam)

Traffic Pro X Retail Edition Software (Single User)
RS-232 PC Cable
User Guide

## Traffic Pro Enterprise Pack

4-channel or 8-channel Event Logger
Traffic Pro X Enterprise Edition – full network capability
Multi-user Client capable

2 x Tri-mode IR Sensors (Proximity, Directional and Thru-beam)
RS-232 PC Cable
User Guide

### System Requirements
Recommended – PC running Microsoft Windows 98/2000/NT or XP, 64mb RAM, Printer, colour display at 800x600 resolution 256 colours and RS-232 port.
• Optional requirements – modem, colour printer, PC Interface Unit (for multiple Intelligent Counter Recorders or Event Loggers).

## Quality

Quality tested products
Robust and reliable

12 months warranty
Software support available

Your Authorised Traffic Pro Sales Partner. **FREECALL (Aust) 1800 246 860**

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# Traffic Pro X

**SOFTWARE FEATURES**

🔑 Feature upgradable
● Feature included
○ Feature not included

| Traffic Pro X Software Features | Starter Pack | Network Edition | Retail Edition | Enterprise Edition |
|---|---|---|---|---|
| Easy to Use | ● | ● | ● | ● |
| Built in Help Menu and Online Manuals | ● | ● | ● | ● |
| Built in Clock, Calendar, Notepad | ● | ● | ● | ● |
| Built in Time Zone Management | ○ | ● | ● | ● |
| Built in Printer Setup | ● | ● | ● | ● |
| Automatic Data Collection | ● | ● | ● | ● |
| Hourly, Daily, Weekly & Monthly Reports* | ◐ | ◐ | ● | ● |
| Hourly, Daily, Weekly & Monthly Analysis* | ◐ | ◐ | ● | ● |
| Average Hour, Day &Month Reports* | ○ | ◐ | ● | ● |
| Daily, Weekly & Monthly Graphs* | ○ | ◐ | ● | ● |
| Real-time Accumulated Data | ○ | ● | ● | ● |
| Sales Conversion Reports and Graphs | ○ | ○ | ● | ● |
| Sales/POS Data Import | ○ | ○ | ● | ● |
| Customised Reports and Graphs | ○ | ○ | ● | ● |
| Manage Multiple Sensors | ○ | ● | ● | ● |
| Consolidated Multiple Sensors | ○ | ● | ● | ● |
| Directional/Occupancy Analysis | ○ | ● | ● | ● |
| Accumulated Counter Group Analysis | ○ | ● | ● | ● |
| Export Facilities | ● | ● | ● | ● |
| Flexible Network Connectivity | ○ | ● | ● | ● |
| Automatic Network Connectivity | ○ | ● | ● | ● |
| Built in Audit Facility | ○ | ● | ● | ● |
| Personal Preferences | ○ | ● | ● | ● |
| Counter Listing Report | ○ | ● | ● | ● |
| Activity Logs | ○ | ● | ● | ● |
| Counter Testing/ID Report | ○ | ● | ● | ● |
| Automated Data Export | ○ | ● | ● | ● |
| Manage Multiple Locations | ○ | 🔑 | 🔑 | ● |
| Data Import via Internet | ○ | 🔑 | 🔑 | ● |
| Data Import via WAN/LAN | ○ | 🔑 | 🔑 | ● |
| Multiple User Access | ○ | 🔑 | 🔑 | ● |

**Upgrade and options**
• Traffic Pro Network and Retail software editions are upgradeable to Traffic Pro Enterprise Edition
• Additional sensors provide additional information
* Hourly & Daily reports only in Traffic Pro Starter Pack/Network packs

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# Traffic Pro X

### People Counting Systems

## Get the facts about customer traffic

**www.trafficpro.com**

# People count.

## Get the *facts* about customer traffic.

## *Vital* information at your fingertips

A complete people counting system to suit small and medium environments including

Single stores

Shopping centres

Hotels, clubs

Tourist attractions

Sporting venues

Banks

Libraries

Museums

Art Galleries

Malls

**Traffic Pro X**
P e o p l e   C o u n t i n g   S y s t e m s

## Fully Integrated Packages

### *Traffic Pro* Starter Pack

An entry-level people counting system providing basic hourly and daily graphs and reports to monitor the traffic through a single door/entry point.

### *Traffic Pro* Network Packs

**Standard Network Pack**
A professional people counting system providing basic hourly and daily graphs and reports.

The system can be expanded for multiple door/entry points.

**Advanced Network Pack**
A professional people counting system providing basic hourly and daily graphs and reports.

The system can perform directional counting (IN/OUT) for Occupancy Analysis and be expanded for multiple door/entry points.

Both Traffic Pro Network packs are designed to perform basic reporting at each retail location and send data to head office.

### *Traffic Pro* Retail Packs

**Standard Retail Pack**
A professional people counting system providing hourly, daily, weekly, monthly and yearly advanced graphs and reports.

The system can be expanded for multiple door/entry points.

**Advanced Retail Pack**
A professional people counting system providing advanced hourly, daily, weekly, monthly and yearly graphs and reports.

The system can perform directional counting (IN/OUT) for Occupancy Analysis and be expanded for multiple door/entry points.

Both Traffic Pro Retail packs are designed to perform advanced reporting at each retail location and send data to head office.

### *Traffic Pro* Enterprise Pack

An enterprise wide people counting system providing advanced and consolidated hourly, daily, weekly, monthly and yearly graphs and reports.

The system can perform directional counting (IN/OUT) for Occupancy Analysis and be expanded for multiple door/entry points.

Fully scalable system incorporating flexible data communication options to consolidate and analyse data from multiple remote locations using either Traffic Pro X Network or Traffic Pro X Retail software.

## Customer traffic is a leading indicator to sales and an essential statistic to quantify *retail performance*.

### *Traffic Pro X* Software Features

Sales Conversion is the ratio of people who have purchased compared to the number of people who have visited. This statistic is an essential metric for running a successful retail business today. Traffic Pro X can automatically import data from your Cash Register (POS) system and immediately generate Traffic, Sales and Sales Conversion statistics. This gives management the full picture about retail performance and highlights areas for improvement.

- Detailed Customer Traffic analysis
- Benchmark Traffic data with Sales data against other locations
- Quick KPI's, Reports and Graphs for instant analysis
- Single or multi-user
- Customised Queries and reporting
- Automated Data Import from POS
- Area and Occupancy reporting

### *Traffic Pro X* can import sales data to determine Sales Conversion

Traffic Pro X combines the sales data obtained from the cash register (POS) system with customer traffic to determine Sales Conversion KPI's.

This valuable information will provide management with instant feedback from sales strategies and in-store performance.

**SALES CONVERSION**
- Sales Conversion statistics provide in-store accountability
- Determine unrealised sales and future potential
- Better service makes customers purchase

**STAFF SCHEDULING**
- Roster for peak and slow periods
- Balance staff numbers with customer numbers
- Reduce costly over-staffing

**MARKETING**
- Monitor customer traffic before, during and after a campaign
- Measure success of promotions, entertainment, contests, loyalty programs
- Compare Traffic & Sales Conversion Rates against marketing

Starter Pack

Standard Network

Advanced Network

Standard Retail

Advanced Retail

Enterprise Pack