AXIS IVM120
People Counter

Counting your customers on-line

AXIS IVM120 People Counter is a software module for the AXIS 242S IV Video Server, which executes people count analyses. This software module is an ideal solution to use in shops and other indoor places where you need to count people.

AXIS IVM120 People Counter is an easy to set-up module, which makes it possible to instantly count the number of visitors over the network. The dedicated web page can show the total number of daily passages, a table presenting the number of passages hour by hour during the day, or the number of passages for the last seven days. Integrated with your network, it supports your staff planning and entrance management.

Collect data such as number of passages, make trend analyses and use for evaluation of advertising and promotions. All the analyses are done on site, inside the video server, making the scalability infinite. AXIS VAPIX, a platform independent API, makes it easy to integrate AXIS IVM120 to other applications. With the AXIS IVM120 you can enhance your strategic marketing decisions through effective monitoring of customer traffic.

- Accurate customer/visitor counting online
- Counting your customer per hour, day or week
- Easy to set-up
- Integrates easily with your network
- Effective strategic decision support
- Supporting AXIS VAPIX API

AXIS 242S IV
Video Server

Intelligent video & audio analysis inside

The AXIS 242S IV Video Server is a one channel video server, equipped with a Digital Signal Processor (DSP) from Texas Instruments. This gives unique possibilities for executing advanced embedded applications such as people counting, trip wire detection and other advanced Intelligent Video solutions. Tailor-made Intelligent Video applications for retail, transportation and security can also be downloaded to the AXIS 242S IV for high-demanding video and audio analysis.

All the analyses are done on site, inside the video server, making the scalability infinite. It is capable of handling both video and audio analyses, and includes sophisticated functions such as built-in motion detection and powerful event management.

The AXIS 242S IV Video Server delivers high quality video at 30/25 (NTSC/PAL) frames per second with a de-interlace filter which improves image quality in the highest resolution (4CIF). This feature eliminates the motion blur problems caused by the analog video signal. In addition, the video server is equipped with a complete set of security features, including multiple user access levels, HTTPS encryption and IP address filtering.

- Intelligent one channel video server
- Dedicated Digital Signal Processor for advanced video & audio analysis
- Simultaneous Motion JPEG and MPEG-4 streams in resolutions up to 704x576
- Pre/post alarm buffering for securing critical images
- Support for PTZ and dome cameras
- HTTPS encryption for network security

AXIS 242S IV Video Server

Specifications

Video compression	Motion JPEG MPEG-4 Part 2 (ISO/IEC 14496-2), Profiles: ASP and SP
Resolutions	4CIF, 2CIFExp, 2CIF, CIF, QCIF Max 704x576 (PAL) 704x480 (NTSC) Min 176x144 (PAL) 160x120 (NTSC)
Frame rate (NTSC/PAL)	Motion JPEG: Up to 30/25 fps at 4CIF MPEG-4: Up to 30/25 fps at 2CIF 21/17 fps at 4CIF
Video streaming	Simultaneous Motion JPEG and MPEG-4 Controllable frame rate and bandwidth Constant and variable bit rate (MPEG-4)
Processor and memory for Intelligent Video analysis	Digital Signal Processor (DSP) TMS320DM642 8MB Flash 32MB RAM
Processors and memory for video streaming	CPU: ETRAX 100LX 32bit Video processing and compression: ARTPEC-2 RAM: 32 MB, Flash: 8 MB
Image settings	Compression levels: 11 (Motion JPEG)/23 (MPEG-4) Rotation: 90°, 180°, 270° Aspect ratio correction Color: Color, black & white Overlay capabilities: time, date, text or image De-interlace filter
Audio	Microphone and line in for audio analysis
Security	Multiple user access levels with password protection including configurable access to PTZ interface IP address filtering HTTPS encryption
Alarm and event management	Events triggered by IV application, built-in multi-window motion detection, external inputs or according to a schedule Image upload over FTP, email and HTTP Notification over TCP, email, HTTP and external outputs Pre- and post alarm buffer of 9 MB (approx 4 min of CIF resolution video at 4 frames per sec)
Pan/tilt/zoom	A wide range of analog PTZ dome cameras is supported, free drivers available at www.axis.com 20 presets/camera, guard tour, PTZ control queuing
Connectors	Analog composite video, PAL/NTSC auto sensing inputs: 1 BNC input, 1 BNC output, 1 Y/C input Ethernet 10BaseT/100BaseTX, RJ-45 Terminal block: 4 alarm inputs, 4 outputs, RS-485/422 half duplex port and alternative power connection D-Sub for RS-232 port Audio: 3.5 mm jack for Mic in (max 54 mVpp) or Line in (max 2.6 Vpp, mono)
Casing	Metal casing. Standalone, stackable or with brackets for wall- or cage mounting
Power	12 V DC, max 8 W

Operating conditions	5 - 40 °C (41 – 104 °F), humidity 20 - 80% RH (non condensing)
Installation, management and maintenance	AXIS Camera Management tool on CD and web-based configuration, configuration backup and restore Firmware upgrades over HTTP or FTP, firmware available at www.axis.com
Video access from Web browser	Camera live view, sequence tour capability for up to 20 PTZ presets or other Axis video sources, customizable HTML pages
Minimum Web browsing requirements	Pentium III CPU 500 MHz or higher, or equivalent AMD 128 MB RAM AGP graphic card, Direct Draw, 32 MB RAM Windows XP, 2000, NT4.0, ME or 98, DirectX 9.0 or later Internet Explorer 5.x or later *For other operating systems and browsers see www.axis.com/techsup*
System integration support	Powerful API for software integration available at www.axis.com including AXIS VAPIX API, AXIS Media Control SDK, event trigger data in video stream, embedded scripting and access to serial port peripherals over HTTP/TCP Watchdog secures continuous operation, can be monitored by other systems via event notification Embedded operating system: Linux 2.4 SDK for TI TMS320DM642 is not included
Supported protocols	IP, HTTP, HTTPS, SSL/TLS*, TCP, ICMP, SNMPv1/v2c/v3 (MIB-II), RTSP, RTP, UDP, IGMP, RTCP, SMTP, FTP, DHCP, UPnP, ARP, DNS, DynDNS, SOCKS. More information on protocol usage available at www.axis.com ** This product includes software developed by the Open SSL Project for use in the Open SSL Tool kit (www.openssl.org)*
Intelligent Video modules (not incl.)	AXIS IVM120 People Counter* – Downloadable Intelligent Video module
Video management software (not incl.)	AXIS Camera Station – Surveillance application for viewing, recording and archiving up to 25 cameras AXIS Camera Explorer – Basic software for viewing and manual recording See www.axis.com/partner/adp_partners.htm for more software applications via partners
Included accessories	Installation Guide, CD with User's Manual, demo soft-ware, installation and management tools, connector kit, MPEG-4 licenses (1 encoder, 1 decoder), MPEG-4 decoder (Windows), mounting brackets, power supply 12 V DC
Accessories (not incl.)	AXIS MPEG-4 Decoder 10 user license pack
Approvals	EN55022: Class B, EN61000-3-2, EN61000-3-3, EN 55024, FCC Part 15 Subpart B Class B, VCCI Class B, AS/NZS CISPR 22, EN60950 UL, CSA (power supply)
Dimensions and weight	140 x 230 x 42 mm (5.51" x 9.06" x 1.65") 754 g ($1^{10}/_{16}$) excl. power supply

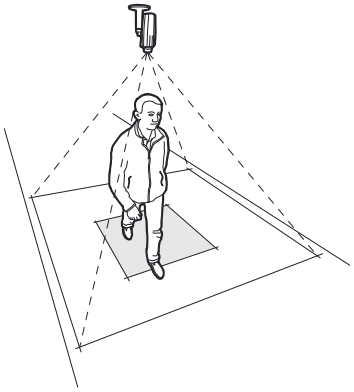
*AXIS IVM120 People Counter

AXIS IVM120 People Counter is a tamper-proof software application developed for the AXIS 242S IV Video Server, intended for shops and other indoor places where you need to count people. Easy to set up, with this software you can instantly monitor your customer per hour, day or week over the network. Integrated with your network, it supports your staff planning and entrance management. Collect data such as customer flows, trend analyses, evaluation of advertising and promotions and enhance your strategic marketing decisions through effective monitoring of customer traffic. Improve your network video surveillance system with new cost-efficient possibilities.

AXIS IVM120 People Counter

Specifications	
Accuracy	Better than 90%
Update frequency	Every 15 minute for daily graph Once per day for weekly graph
Compatibility	AXIS 242S IV
Minimum object size	6% of horizontal image
Installation, management and maintenance	Pre-installed in the AXIS 242S IV, or easily added afterwards – "one-click installation" Web-based system configuration Support for firmware upgrades over HTTP or FTP, firmware available at www.axis.com
Access from Web browser	Online through the AXIS 242S IV Graph of today's passing Graph of this week's passing
Minimum Web browsing requirements	Browsers with SVG (Scalable Vector Graphic) support A free plug-in from Adobe which can be downloaded from Adobe free of charge is needed for the Microsoft Internet Explorer See the AXIS 242S IV manual for more information
System integration support	Powerful API for software integration available at www.axis.com, including AXIS VAPIX API

For best accuracy it is recommended that the camera is placed right above the entrance. The height depends on the optic lens used and the width of the entrance. The size of the person passing under the camera must be larger than 6% of the camera's total horizontal field of view. The quality of the image from the camera must be good enough to be able to clearly distinguish the people passing under the camera.



Compatible hardware – AXIS 242S IV Video Server

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