SENSOURCE

Count people, gain **insights.**



Leading people counter systems

- ✓ **Count** people with precision
- ✓ **Transmit** data instantly
- ✓ **Visualize** facility usage

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Contents

04 A Word from SenSource

06 What We Do

08 How It Works - Hardware

12 How It Works - Software

14 How It's Used

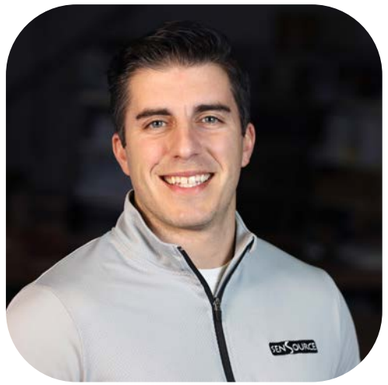
16 Why Choose Us

18 Recent Projects

20 About SenSource

SENSOURCE

A Word from SenSource



Since 2002 SenSource has been committed to providing innovative technology solutions to help make better business decisions. We pride ourselves on exceeding customer expectations with our hardware, software and support. We manage the complexities of selecting, installing and managing a traffic monitoring system and continually develop Vea Analytics Platform to unlock the power of that data. When companies decide to move forward with SenSource, they aren't just taking on a new supplier, they are gaining a committed partner invested in the success of your business.

With SenSource as a partner, our customers can focus on what really matters: Efficiently managing operations to maximize customer experience with impact to profits. At SenSource, we operate under a simple mission which is to provide a cost-effective and simple way to collect and access foot traffic data that you can use to guide impactful business decisions.

We sincerely appreciate your interest and consideration of partnering with SenSource and we look forward to the opportunity to learn more about your application!

> *At SenSource, we operate under a simple mission which is to provide a cost-effective and simple way to collect and access foot traffic data that you can use to guide impactful business decisions.*
>
> **- Dan Aluise, SenSource GM**

Our Values

At SenSource we strive to be the absolute best at what we do and deliver our best to all we serve.

Deliver Service
We strive to deliver exceptional service to all we encounter. This commitment crosses all borders, whether internally with co-workers or externally with customers and partners.

Keep Commitments
We keep our commitments to our team, clients and partners by meeting our responsibilities and doing what we say we will do.

Have Fun
It's not just OK to have a little fun, it's necessary! We believe having fun encourages a healthy work environment, healthy minds and creative thinking.

Passionate Purpose
We're all about "Making Better Decisions." This drives all we do and how we serve internally with each other, our community, and our clients.

The Most Accurate People Counting Systems

Our people counters measure foot traffic with precision, while our analytics platform gives you accessible data to make critical decisions.

Count

With the power of 3D video and machine learning, SenSource people counters measure footfall, track and count individuals entering, exiting and dwelling with precision. With 97% or greater accuracy, you know your data will be trustworthy.

Transmit

Using PoE a single cable provides power and network connectivity. Data is processed on the sensor itself, no additional servers are needed, making real-time data available for immediate action.

WiFi capabilities are available, but is not ideal for most applications.

Report

Make the most of your people counting solution with Vea cloud-based reporting and analytics platform. Visualize facility usage and performance in a new way. Gain insight into the future and make strategic decisions.

Vea's intuitive drag-and-drop functionality makes reporting simple and customized.

A Solution for Any Space

What sets SenSource apart from other people counting providers is our willingness and knowledge to serve a variety of industries, applications and project sizes. While each has its own uses for footfall data, the end results are all the same - footfall data is used to make better business decisions.



Getting Started with SenSource

Sometimes it feels like a huge commitment to reach out to a company and give up your contact info.

We understand!

Let's break-down what the process looks like to work with SenSource from start to finish. Click or Scan to watch our Getting Started video!

The Hardware

Continuously striving to offer the very best technology to our customers, SenSource tailors the hardware selection that best fits your application.



Sensors to accomplish your counting objective

- ✓ 3D stereo vision technology
- ✓ Widest viewing angle on the market
- ✓ Continuous tracking, despite crowd size
- ✓ Up to 9 counting lines per sensor
- ✓ Up to 8 zones per sensor
- ✓ Up to 9 sensors can be stitched together
- ✓ Resistant to external influences
- ✓ 25 year MTB - Future proofed investment
- ✓ WiFi option available

The Hardware

Everyday Counting

Our bread and butter people counting sensor is designed to cover the broadest range of applications.

- Unmatched 97%+ accuracy
- Mounted heights 7.5 - 19 feet high
- Layered with machine learning for ongoing accuracy improvement





High Ceiling Sensors

For applications where the sensor is to be mounted over 19 feet, the high ceiling sensor is an optimal choice.

- Mounted heights 20 - 65 feet
- Consistent accuracy and performance
- Nine sensors can be stitched together to cover large areas



Weatherproof Outdoor Counting

The same power and performance as our standard people counting sensor, but built rugged enough to withstand the elements.

- Outdoor-rated network connection (IP 65)
- Temperature range from -13 ° to 104°F
- Mounted heights from 7.5 ft. - 65 ft.

Refined Results

Group counting, **logic**, and **employee exclusion** ensure the sensor is detecting and outputting the most accurate data set.

Remote calibration takes the guess-work out of maintaining your sensor's health.

Privacy filters allow you to restrict the sensor's video validation tool.



Group Counting

U-Turns

Privacy Filters

Employee Exclusion

The Reporting

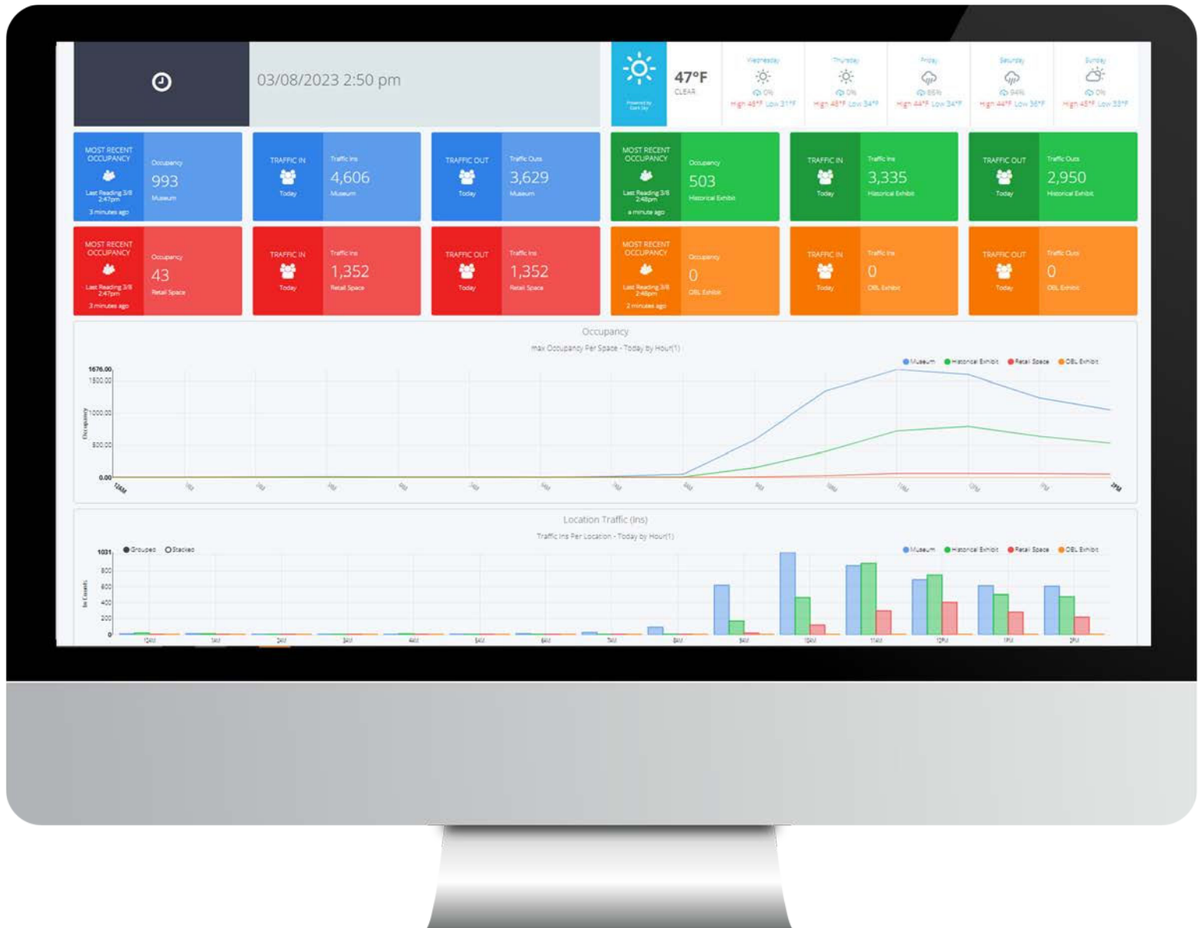
Translate your raw foot traffic data into rich analytics to reveal patterns and profitable insights.

Traffic Analysis

Historical Comparisons

Predictive Traffic

Occupancy Monitoring



Modern Architecture

Vea is developed by SenSource's in-house team of software engineers using modern micro-services based architecture. Thoughtful separation between application components enables a high-performing, scalable platform.

Included API

A RESTful API is available by default for all Vea application features to integrate traffic data with your existing business software. Robust API documentation included.

Fleet Visibility

Vea puts you in control of your people counting system with visibility to your device fleet, including off-line sensor monitoring, date of last data push, and current sensor status.

Secure

All aspects of Vea are developed with security by design, such as login authentication, cloud hosting environment, and customer data schemas.

Vea is equipped with Enterprise SSO (single sign-on) authentication for simpler administration, better network security, and improved user productivity.

Want to see Vea in action? Click or Scan below to visit our YouTube channel.

We help businesses make better decisions.

We work with customers of all sizes and industries, including retail, libraries, amusement, universities, museums, casinos, and churches. We continually develop and refine features, products, and software as new applications emerge.

Want to see how people counting works for your specific industry? Click or Scan below!



Interior

Go beyond the door with interior counting. Uncover how people are using spaces within your facility, such as a department with a retail store, an exhibit at a museum, or a meeting space in an office.

Armed with interior analytics, you can make efficient business decisions such as changing floor plans, repurposing spaces, or adding new programing.



Threshold

Threshold counting is the most common application, where sensors are placed at the entrance to determine how many people enter and exit.

It's the foundational metric for retailers to determine conversion rate.

Further insights are gleaned when comparing threshold counts over time or to other locations, such as branches within a library system.

Occupancy

Born out of covid regulations, SenSource's real-time occupancy solution has found a permanent place in our offerings. Simply outfit each entrance to your facility with our people counting system and Vea will calculate your current occupancy.

Easily display that number on a smart TV or tablet, communicating to guests if they can enter or wait, avoiding crowding and enhancing visitor safety and experience.



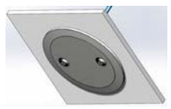


INSTALLATION SERVICES

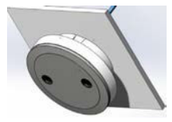
The expertise behind accurate data
Our team of experts will custom configure the sensor settings during installation to ensure optimal accuracy. Accuracy is validated by video to meet our standards. Your sensor's health is continually monitored by our team for instances such as off-line status or out of scope accuracy.

Installation services
Full installation services are available for single sites as well as full roll-outs. Certified technicians will run cable, install the sensor, and test for functionality and accuracy. Documentation is available for self-installation.

Mounting accessories
Each sensor comes with a standard mount kit that includes fasteners to mount the sensor to a drywall or drop-tile ceiling. It also includes a 1/4-20 back plate to accommodate accessory mounts or standard camera mounts.



Recessed Mount
Includes a white-finished mounting box, ring, and screws.



Surface Mount
Includes white cover with 3-side-breakouts for Ethernet cable and screws.



Extension Pole
Available in 22-40" or 10-18" (in silver, white, or black). Includes pole with bracket and screws.



Pivot Mount
Available in small and medium based on sensor model. Includes pivot mount and screws.

Why You Should Choose Us

We manage the complexities of selecting, installing, and managing a people counting system. Numerous clients have switched to SenSource from our competition because of our system accuracy, support, and cost-savings.

4 Reasons Why We're Different

1 SERVICE

We take pride in our commitment to providing outstanding service to our customers. Our philosophy is to be the best at what we do and deliver our best to all we serve.

Our size offers us the agility to move quickly on custom opportunities and the ever changing applications for foot traffic data.

2 INSTALLATION

The data you receive is only as valued and accurate as the system capturing it. Our installation and calibration services are how we reach an optimal level of accuracy for our customers. Full installation services are available, as well as a guided, self-installation option.

3 100% IN-HOUSE

Aside from our Canadian sales rep, our team is based out of our home office in Youngstown, Ohio. That means when you call in, you're speaking with someone right here with immediate access to a full, supportive team. And unlike most tech companies these days, we host our own internal software development department.

4 TICKETING SYSTEM

To maintain continuous communication and transparency between customers and our support team, we've developed a robust ticketing system. Customers can easily access the platform by sending an email to support or logging into the ticketing system.

People We've Worked With.

When you choose SenSource, you're choosing a partner. We'll see you through successful implementation of your people counting system, provide ongoing maintenance, and be here to ensure your continued satisfaction into the future.

Some of our largest customers have been with us for over a decade! And many have switched from competing systems for the cost-savings and support found at SenSource.

Some of Our Favorite Clients

Forever 21

Francesca's

Disney World

Wichita State University

Toronto Public Library

MGM Grand Casino

Hershey Park

University of Nebraska

Express

Our Clients

From a single location, rural library to a 1,000 location retail chain, SenSource has a scalable people counting solution to meet each unique application.

What They Say About Us

"The SPARC Group prides itself on leveraging strategic partners to win the competitive battle of brick-and-mortar retail. SenSource continues to prove themselves to be an extremely valuable partner in this battle. We look forward to strengthening the relationship between SenSource and many SPARC Group brands." - Jay Eaton, SPARC Group

FOREVER 21 AÉROPOSTALE Reebok

"

We're being asked quite often these days to express the impact we're having on our campus. Thanks to SenSource, traffic data is something we can capture very accurately and use that to tell our stories."

- Jeremiah Johnson,
Director of Hill Center at UAB



The People you can count on

Over the past 20 years, Joe Varacalli and Kevin Stefko, owners of SenSource, have invested in the culture of their company. They recognize the direct connection of a great group of people and a successful company.



> *"We followed the opportunities in front of us and hired the best talent the world had to offer. It was no accident that most of them are pretty local to right here in Youngstown, Ohio."*
>
> - Joe Varacalli, SenSource President & Co-Owner





Our Commitment

At SenSource we believe in offering the best solutions for our individual client's needs. If the product you purchase does not meet or exceed your expectations, we will replace it with a product that does or refund your money.



Company & Team Statistics

22	215	0	100%
Team Members	Combined Years of Experience	Outsourcing	Passion

We pursue excellence through learning and growth. We make small, positive adjustments daily to be better individuals and better team members. We believe excellence is a lifelong journey, not a destination.

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