

People Counting

Measure footfall across entrances, floors and venues with AI-powered video analytics. Get the visibility you need to optimize operations, plan resources efficiently and boost conversion across every physical space.

Benefits of People Counting

Turn intuition into action plan: where to optimize, when to intervene, and what truly moves the needle.

Understand your real footfall

Full visibility on how many people visit, when, and how trends evolve over time.

Compare locations easily

Benchmark stores, floors and networks to surface best practices and gaps.

Efficient staffing and operations

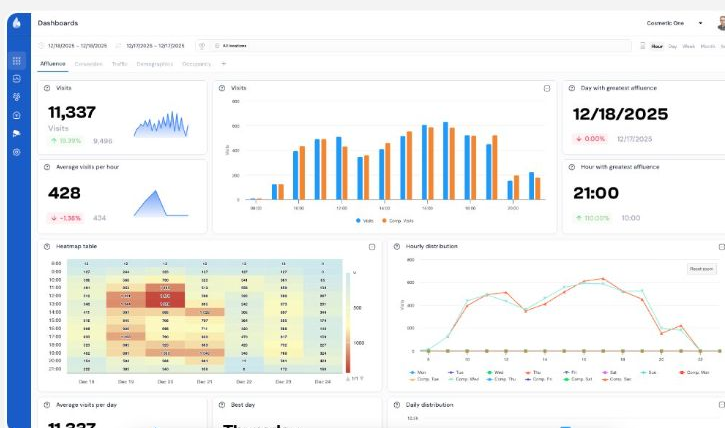
Plan shifts and service levels based on real data. Cut waste, keep service high.

Boost conversion and profitability

Link visitor data with sales and unlock the actions that lift ROI.

THE PLATFORM

Beyond counting: intelligence on your footfall



Flame People Counting turns raw counts into actionable insight. Explore trends, compare locations and monitor visitor flow through intuitive dashboards built for operations and marketing teams.

Real-time decisions, with precision and privacy built in. No construction, no biometrics. Works with your existing POS, ERP and BI stack.

Street traffic

Venue traffic

Capture rate

Staff exclusion

The metrics that change decisions

Cross visitors with operations and sales to discover actionable patterns.

01 Total and hourly footfall

Real visits day by day, hour by hour. Spot real peaks and valleys.

02 Visit-to-sale conversion rate

Cross traffic with POS. Know what % of visitors actually buys.

03 Weekly patterns and peak hours

Identify critical moments to align staff and stock.

04 Store-to-store benchmark

Find top stores and replicate their playbook across the network.

05 Average time in store

Key indicator of engagement and store experience.

06 Staff-to-traffic ratio

Right-size staff per shift. Reduce mis-allocated hours.

— HOW IT WORKS

Hypersensor technology

1 Connects to your existing cameras

Hypersensor connects to existing IP cameras via RTSP protocol, turning video surveillance into business intelligence with no new hardware. Compatible with Axis, Hikvision, Dahua, Bosch and Hanwha; 720p minimum and a top-down or angled-from-above mounting position.

2 Counts silhouettes, never identities

It processes video streams in real time, detecting and counting people through silhouette recognition without identifying faces or using biometric data. Deep learning models keep accuracy in high-density environments and distinguish employees from visitors.

3 Real-time and historical in one dashboard

Real-time data refreshes every 15 seconds with configurable threshold alerts. Historical analytics includes year-over-year comparisons, day-of-week patterns and weather correlation analysis.

KEY FACTS

Accuracy	+99%
Connection	Existing IP cameras via RTSP
Deployment	5-7 business days
Privacy	GDPR · ISO 27001 · EU servers
Integration	POS, ERP, BI and API

Start counting visitors with real accuracy

Live people counting in 7 days, on your existing cameras and with no biometrics.