



## ADT - 2200

### Features

- Collects and stores metrics at one minute granularity
- Simultaneously counts adults, children, and shopping units in separate data streams
- Filters objects based on height, shape and size, i.e. children, shopping carts and strollers as desired
- Robust and accurate metrics across a broad set of environments: indoor/outdoor and high traffic
- Adjusts automatically to environmental changes: lighting, temperature, etc
- IP addressable, enabling remote management and support, including software upgrades
- No additional in-store devices required for data collection and delivery
- Simple, intuitive web interface provides full device configuration and management capabilities
- Easy, unobtrusive, overhead mounting with support for oblique views
- Supports scheduled streaming digital video output for remote data validation
- Flash memory stores configuration settings and up to 10 days of data.
- Data packaged in XML packets and delivered over HTTP protocol, FTP, or daily e-mail
- Real-time data delivery

Brickstream's platform represents the next generation of video analytics. It integrates data capture and BehaviorIQ™ intelligence into one device, providing a common platform for the collection of a wide range of customer behavioral data. Now, traffic metrics, queue metrics, service metrics, and full store track data are captured and analyzed in a single video analytics appliance.

The Brickstream-2200™ is the second generation hardware platform, with a reduced form factor and on-board micro SD storage. Customer data for up to six areas of interest is collected in real-time and is streamed from the device for intra-day reporting and alerting. Data is packaged in XML messages and delivered to in-store or data center servers over http protocol. Optionally, data can be delivered daily via e-mail. On-board Flash storage ensures that the data is protected against network failures for up to 10 days and all data is maintained during a power loss.



## Advantages

The 2200 platform offers multiple advantages over traditional data collection devices and video analytic platforms. The 2200 utilizes advanced stereo vision (3-D) and object tracking technology to provide accurate data under a broad set of environmental conditions, such as high traffic, dynamic lighting, and indoor and outdoor environments. Based on 3-D information, the system accurately distinguishes between children, adults, and other objects, such as shopping carts.

Integrating video analytics and data management at the edge reduces total cost of ownership by eliminating the need for additional computers or data collection devices. An integrated web server enables complete configuration and management via standard web browsers, locally at the store or remotely over a WAN. The system scales by simply adding additional devices to the network.

Industry standard 802.3af Power-over-Ethernet is supported to facilitate reuse of existing networking infrastructure and network management tools. Standard protocols for time synchronization and software updates are supported.

Kit Part number	Components	Description
CBC-4037-1S20	2025-0621-01	ADT-2200 unit 2.0MM Lens
	2025-0622-02	Clarity 2 Surface Mount Bracket
	2412-2225-01	Label ID/IP CBC-6000
	5606-0081-01	Poe Injector Single Port
	6003-0272-01	15FT CAT6 Patch Cable
	8200-2689-01	Clarity 2 Installation Manual
<b>Additional items</b>		
CBC-40SW-VAL		Accuracy Validation
CBC-40SW-TF		People Count Reporting (Per Location)
CBC-WEB-PC		Hosted Web Reporting
CBC-40ET-LABOR		One hour support - load software

For further information on how ADT can help you, contact your local office or phone free on **0800 010 999** or visit us at [www.adt.co.uk](http://www.adt.co.uk)



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