

Smart Impressions®

INTELLIGENT VIDEO ANALYTICS

As part of the Honeywell suite of intelligent video analytics solutions, Honeywell's Smart Impressions® video analytics software provides the data that tracks the movement of people and vehicles to help end users better understand their operations.

Smart Impressions provides real-time counting data of people and vehicles entering or exiting a camera scene. Two innovative analytics algorithms include the ability to track people entering a target zone and how long they dwell in the area. This data can provide businesses with powerful insight into the design, use, and efficiency of operations.

Smart Impressions is high performance software capable of accurately monitoring indoor and outdoor scenes 24/7. Custom reports can be configured to perform statistical analysis of people or vehicle traffic patterns. The software also provides the ability to instantaneously retrieve the images of these people or vehicles. This innovation enables video to move beyond security applications and to provide valuable business data and insight that may otherwise never be fully utilized. Honeywell Smart Impressions can be used as a standalone solution or in conjunction with a compatible recording system with local and remote management capabilities. The software user interface is intuitive, user friendly and easy to maintain regardless of the system size.

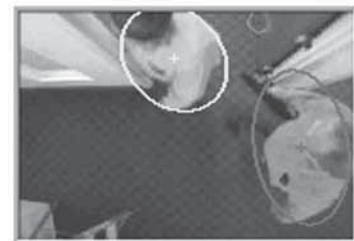
Market Opportunities

Smart Impressions is a revolutionary solution to accurately automate the gathering of human and vehicle movement data that can be used for a variety of purposes. It is ideal for the following markets:

- Gaming
- Retail
- Transportation
- Education
- Financial
- Utilities
- Government

Features

- Ability to count people and vehicles
- Target zone data for people or vehicles entering and remaining in target zone
- Real-time scene analysis and counting data based on user definable rules
- Accurate indoor and outdoor applications with patented technology to reduce false alarms
- Powerful custom reports enable statistical analysis of people or vehicle traffic
- High performance software minimizes the need for excessive PC hardware
- Powerful onsite or remote configuration capabilities



SPECIFICATIONS

Honeywell's Smart Impressions video analytics software provides the data that enables end users to better understand their operations and potential revenue opportunities. Smart impression reports on both people and vehicle activity.

People Activity

By counting and reporting the number of people entering and exiting as well as providing information on dwell time and entering target zone data, managers can better understand their closing ratio and opportunities for operational improvements.

Smart Impressions provides key components to track the effectiveness of expenses and determine your close ratio, as well as the effectiveness of merchandising, advertising, promotions, window changes and location changes. Combining Smart Impressions data with other operational data provides you the methodology to accurately:

- Increase customer service during key selling periods
- Reduce costs during slow selling periods
- Determine effectiveness of advertising expenses and promotional campaigns
- Determine the effectiveness of merchandising, displays, end caps, window changes and location changes
- Drive accountability

Traffic Activity

Smart Impressions' ability to count vehicles adds a whole new dimension in analyzing roadway and parking operations, including design, safety, revenue opportunities, and detection of problems and deficiencies. Traffic counts are critical to understanding traffic conditions, traffic growth, and planning for long-range road improvements and resurfacing of roadways. Smart Impressions drives the data necessary for:

- Roadway geometry analysis
- Planning for roadway improvements and maintenance
- Estimates of revenue
- Location and design of roadway routes
- Signal timing
- Omissions control
- Design of control and safety systems

Smart Impressions reports on the following events to help organizations increase revenues and plan more effectively:

Counting Events

- Person counted as entering
- Person counted as exiting
- Car entered lot
- Car exited lot
- Car counted in lane

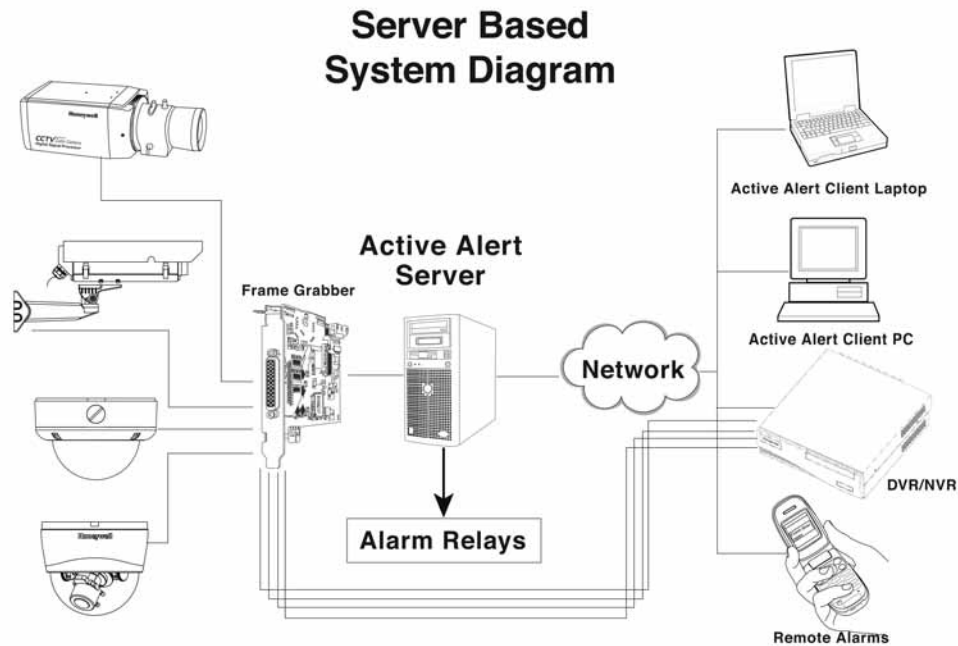
Zone Data Events

- Entering target zone [merchandizing]
- Staying in target zone [dwell time]

Video/Camera Events

- Video signal lost
- Video signal restored
- Camera sabotage features

SYSTEM OVERVIEW



Suggested Minimum System Requirements for Smart Impressions

Component	4 Channel PC	8 Channel PC	16 Channel PC	24 Channel PC
Operating System	Windows® XP Professional with Service Pack 2, or Windows Server 2003 Standard	Windows® XP Professional with Service Pack 2, or Windows Server 2003 Standard	Windows® XP Professional with Service Pack 2, or Windows Server 2003 R2 Standard	Windows® XP Professional with Service Pack 2, or Windows Server 2003 R2 Standard
Processor	Intel® Premium® 4 (3.0 GHz or higher) or comparable	Recommended: Intel Core 2 Duo E-7300 (2.66 GHz or higher) or comparable Minimum: Dual Core Intel® Pentium 935 (3.2 GHz or higher) or comparable	Recommended: Intel® Xeon® E5504 (2.0 GHz or higher) or comparable Minimum: 2 X Dual-Core Intel® Xeon® 5140 (2.33 GHz or higher)	Recommended: Intel® Xeon® E5530 (2.4 GHz or higher) or comparable Minimum: Quad Core Intel® Xeon® X5450 (3.0 GHz or higher) or comparable
RAM	512 MB or higher	1 GB or higher	2 GB or higher	2 GB or higher
Hard Drive Storage	80 GB (for 60-day storage of metadata)	160 GB (for 60-day storage of metadata)	400 GB (for 60-day storage of metadata)	500 GB (for 60-day storage of metadata)
Video Adapter	Video card with 16 MB memory	Video card with 16 MB memory	Video card with 16 MB memory	Video card with 16 MB memory
Network Connection	100/1000 Ethernet	100/1000 Ethernet	100/1000 Ethernet	100/1000 Ethernet
For Analog Video Input	One Pico Alert™ Compact frame grabbers with 1 spider (breakout) cables (recommended)	One Pico Alert™ Compact frame grabber PCI or PCIe	Two Pico Alert™ Compact frame grabber PCI or PCIe	Three Pico Alert™ Compact frame grabber PCI or PCIe

ORDERING

Accessories	
HACARDPAC2	Euresys™ Picolo Alert™ Compact frame grabber PCI Express Card for 8 analog inputs (must use with HACARDCAB8)
HACARDCAB8	Euresys™ 8 port spider cable for Picolo Alert™ Compact Card (HACARDPAC2)
100-00504	USB-based 8 Form C Relays and 8 High Voltage Inputs (can only use 1 per analytics server)
100-00473	USB-based 24 Form C Relays electromechanical 6 AMP outputs (can only use 1 per analytics server)

Servers	
HA8SRVRT3	8 Channel Mini Tower, Dell Precision T3500 525W, will fit 2 HACARDPAC2 (not included)
HA8SRVR3	8 Channel 1U Rackmount, Dell Poweredge R610, 502W, will fit 2 HACARDPAC2 (not included)
HA16SRVRT3	16 Channel Mini Tower, Dell Precision T3500 525W, will fit 2 HACARDPAC2 (not included)
HA16SRVR3	16 Channel 1U Rackmount, Dell Poweredge R610, 502W, will fit 2 HACARDPAC2 (not included)
HA24SRVR3	24 Channel 2U Rackmount, Dell Poweredge R710, 570W, will fit 3 HACARDPAC2 (not included)
HA8SRVRT3X	8 Channel Mini Tower, Dell Precision T3500 525W, will fit 2 HACARDPAC2 (not included), EMEA Power Settings
HA8SRVR3X	8 Channel 1U Rackmount, Dell Poweredge R610, 502W, will fit 2 HACARDPAC2 (not included), EMEA Power Settings
HA16SRVRT3X	16 Channel 1U Rackmount, Dell Poweredge R610, 502W, will fit 2 HACARDPAC2 (not included), EMEA Power Settings
HA16SRVR3X	16 Channel 1U Rackmount, Dell Poweredge R610, 502W, will fit 2 HACARDPAC2 (not included), EMEA Power Settings
HA24SRVR3X	24 Channel 2U Rackmount, Dell Poweredge R710, 570W, will fit 3 HACARDPAC2 (not included), EMEA Power Settings

Server software and hardware accessories installed at the factory.

Ordering	
HASWCD	Software CD
HASIBASE	Honeywell Analytics Smart Impressions (4 channel base license)
HASI	Honeywell Analytics Smart Impressions (single channel add-on license)

NOTE: Honeywell reserves the right, without notification, to make changes in product design or specifications.

For more information:
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