

# UShop+ Store BI Solution Technical Training

Q1, 2019



# Agenda

## UShop+ Store BI Solution

- 1 UShop+ Store BI Solution Introduction
- 2 UShop+ Store BI Solution Implementation Flow
- 3 UShop+ Store BI Portal Flow
- 4 UCAM Set-up Flow
- 5 EIS Set-up Flow
- 6 FAQ Sharing

### Store Traffic Analytics



Counting Camera



Wi-Fi Analyzer

### Store Heatmap Analysis



Heatmap Camera



# UShop+ Store BI Solution Introduction

Q1, 2019



# UShop+ Store BI Solution Overview

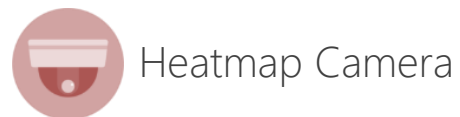
## Store Traffic Analytics

- Visitors
- Turn-in rate
- Repeat customer rate



## Store Heatmap Analysis

- Location analysis
- Path analysis





# UShop+ Store BI Solution System Architecture



**Store Traffic  
ICS-700**

**Store Heatmap  
ICS-710**

Store Traffic Data Go to Cloud Directly

Store Heatmap Data Go to Cloud Directly



Branch Store



Smart Camera  
(UCAM)



Wi-Fi Analyzer  
(LEO-W)

**Smart Counting Devices**



**Lite (3CH)**  
Best for single store  
or small retail shop



**Standard (8CH)**  
Best for chain supermarkets  
or hypermarkets



**Professional (16CH)**  
Best for large-scale  
shopping malls

**UShop EIS**



**Fisheye Camera**

# Store Traffic Analytics – Key Features

## Smart Counting Camera (UCAM) ←

- ✓ High Accuracy
- ✓ Easy to installation, counting data upload to the cloud directly



- Dual lens for 3D modeling and depth technology
- Accuracy 95-98%
- Distinguish Trolley, Children or Adult
- Higher cost, better for branding store



- Single lens with 2D human head extraction technology
- Accuracy 85-90%
- Lower cost, better for shopping mall or standard retail channels.

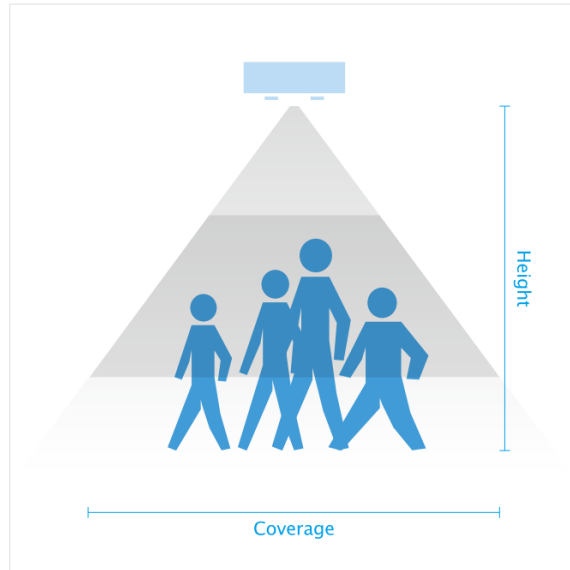


# Store Traffic Analytics – UCAM 3D Introduction

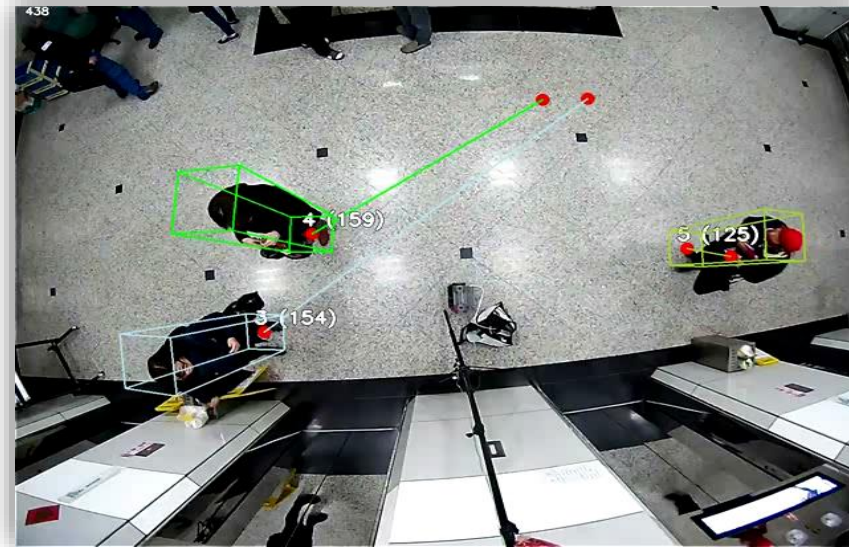


## Recommended Installation Height

- Installation Height: 2.4M ~ 3.6M
- Coverage area: 1.7M ~ 5.1M



- Stereo camera with 3D depth technology
- High average counting accuracy (95% - 98%)
- Immune to shadow and reflection issues
- Detection on U-turns avoid double counting
- Get object height, width and depth information
- Simple installation and maintenance



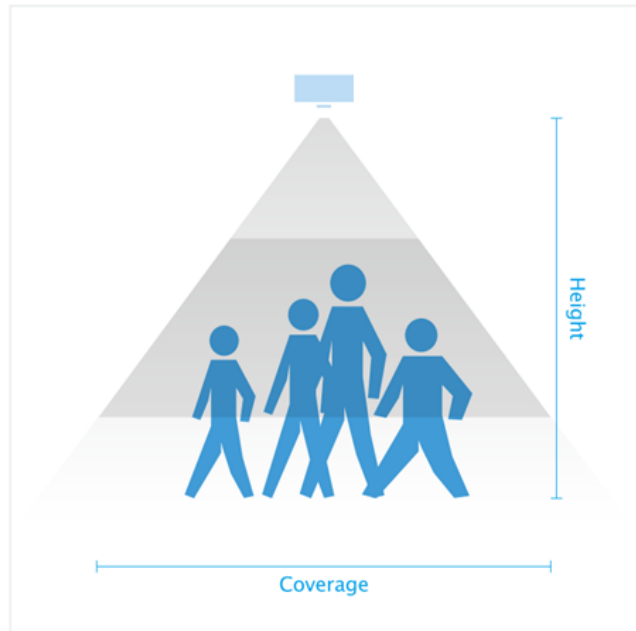
# Store Traffic Analytics – UCAM 2D Introduction



- **RJ45-Ethernet**  
(5W PoE)

## Recommended Installation Height

- Installation Height: 2.5M ~5M
- Coverage area: 2M ~4.5M



- 2D single lens camera with **human head identification** algorithm
- High accurate with **low to medium** traffic volumes and consistent Lighting
- **Low cost** and easy to installation
- Accuracy guarantee
  - Traffic flow of 1,000 people per hour,  $\geq 95\%$
  - Traffic flow of 3,000 people per hour,  $\geq 90\%$
  - Traffic flow of 5,000 people per hour,  $\geq 85\%$



IN: 1260 OUT: 699



# Store Traffic Analysis – Data Flow



**UShop+ Store BI SaaS**

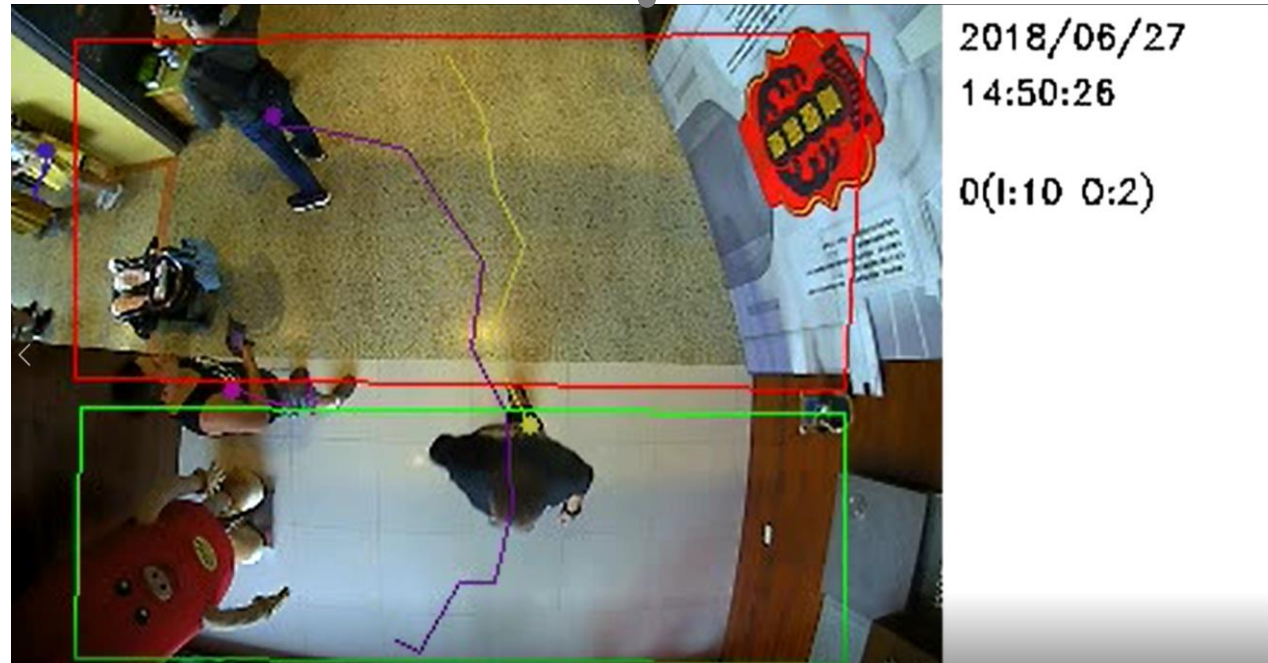
Store BI Data API Service

**UShop+ Store BI PaaS**

Meta Data  
In: 10  
Out: 2



- Install on the top of the ceiling at the entrance
- human head identification algorithm



# Store Traffic Analytics – Shopper Profile

## Smart Wi-Fi Analyzer

- ✓ Sense shopper intent based on analyzing Wi-Fi signal of shopper mobile device within in 5-15 meters
- ✓ No Wi-Fi connection needed and No APP installation needed
- ✓ Combining video counting technology together to have an accurate picture of the overall customer shopping behavior.



This is what you see  
Ef: R4: T3: 67:G4: J9

These are what data we can recognized



Flow



Frequency



Duration



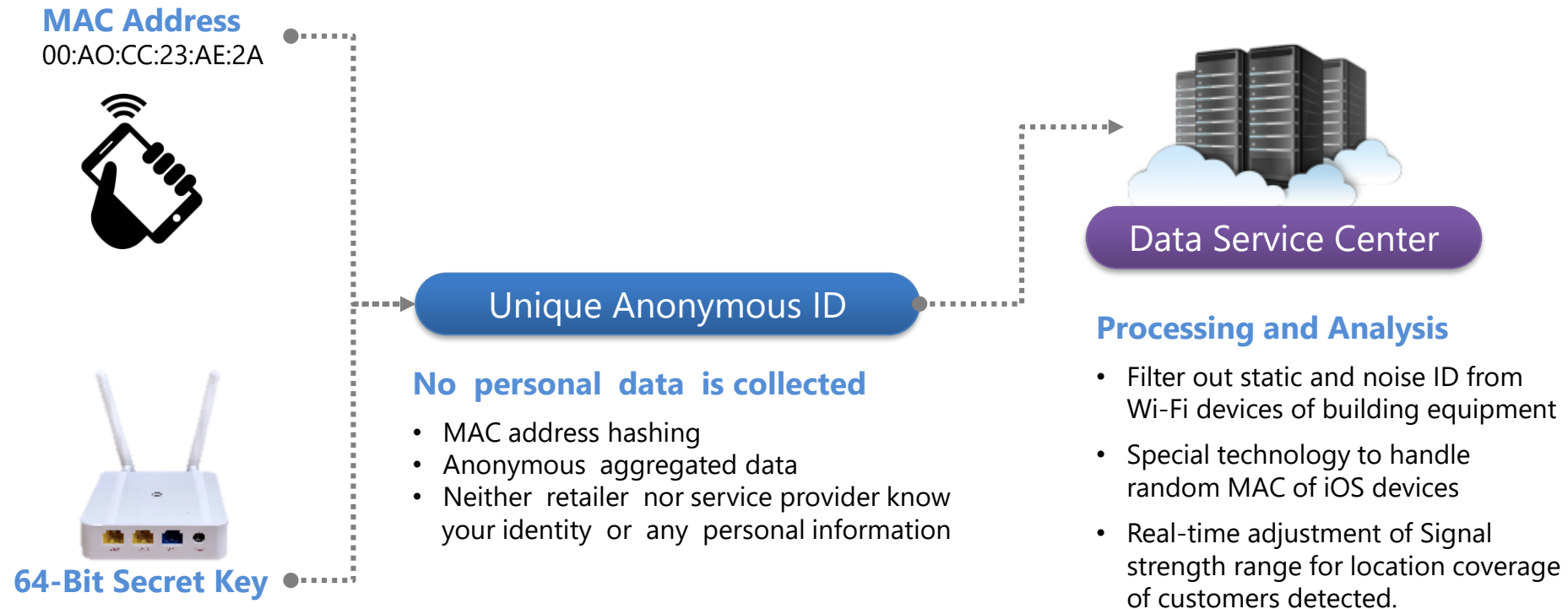
Loyalty



Route analysis



# Store Traffic Analytics – Data Details



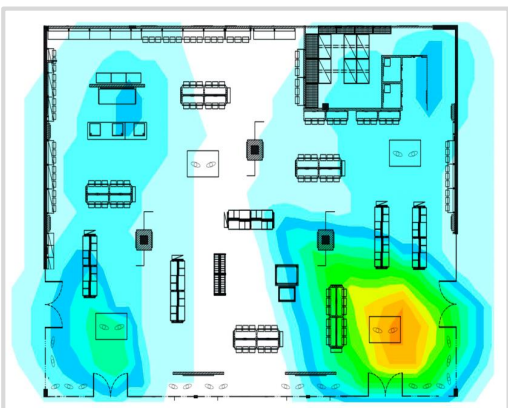


# Store Heatmap Analysis Solution – Key Features

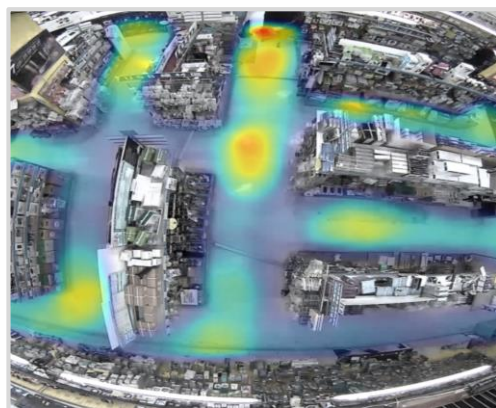
## Location Analysis

- ✓ Analyze the shoppers behavior with the video from 360 degree fisheye camera on the top of target location in the store.

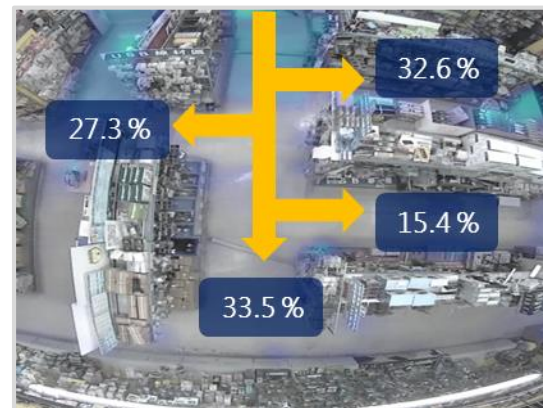
Location Summary



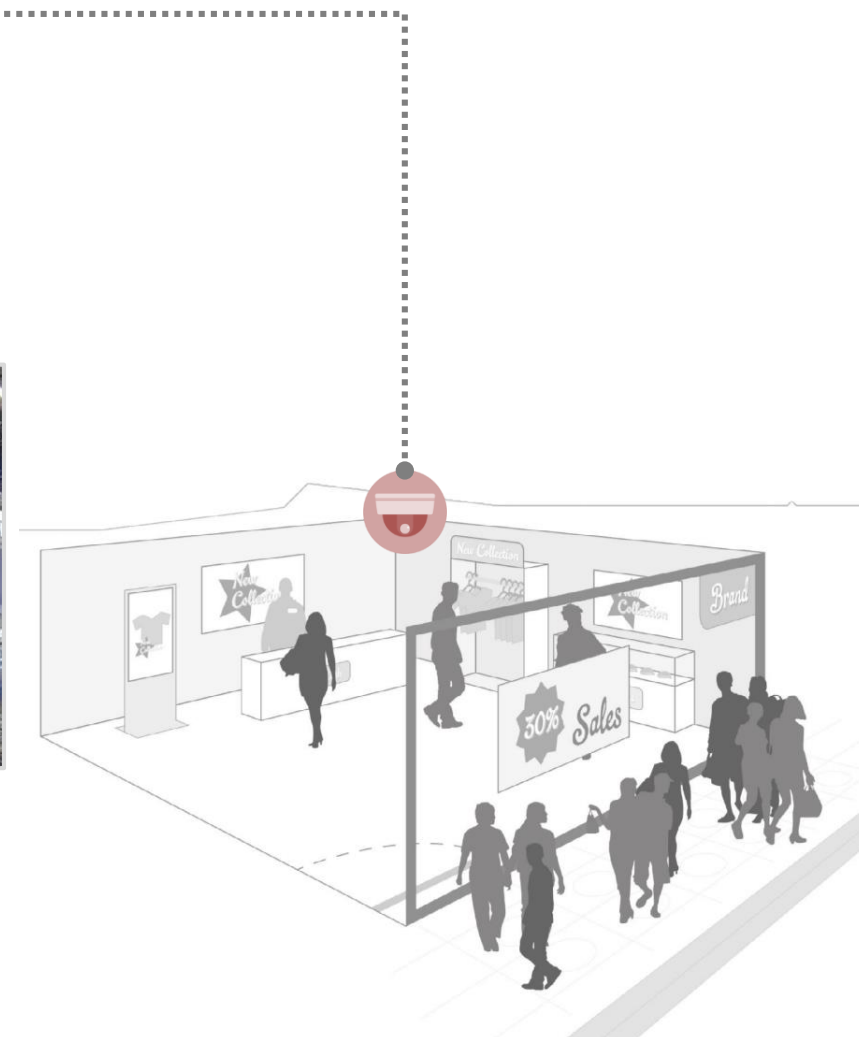
Shopper Dwell Analysis



Shopper Path Analysis



- Easily evaluate new layouts to encourage more optimal traffic flows
- Easily evaluate new product locations to improve Revenue and Margins



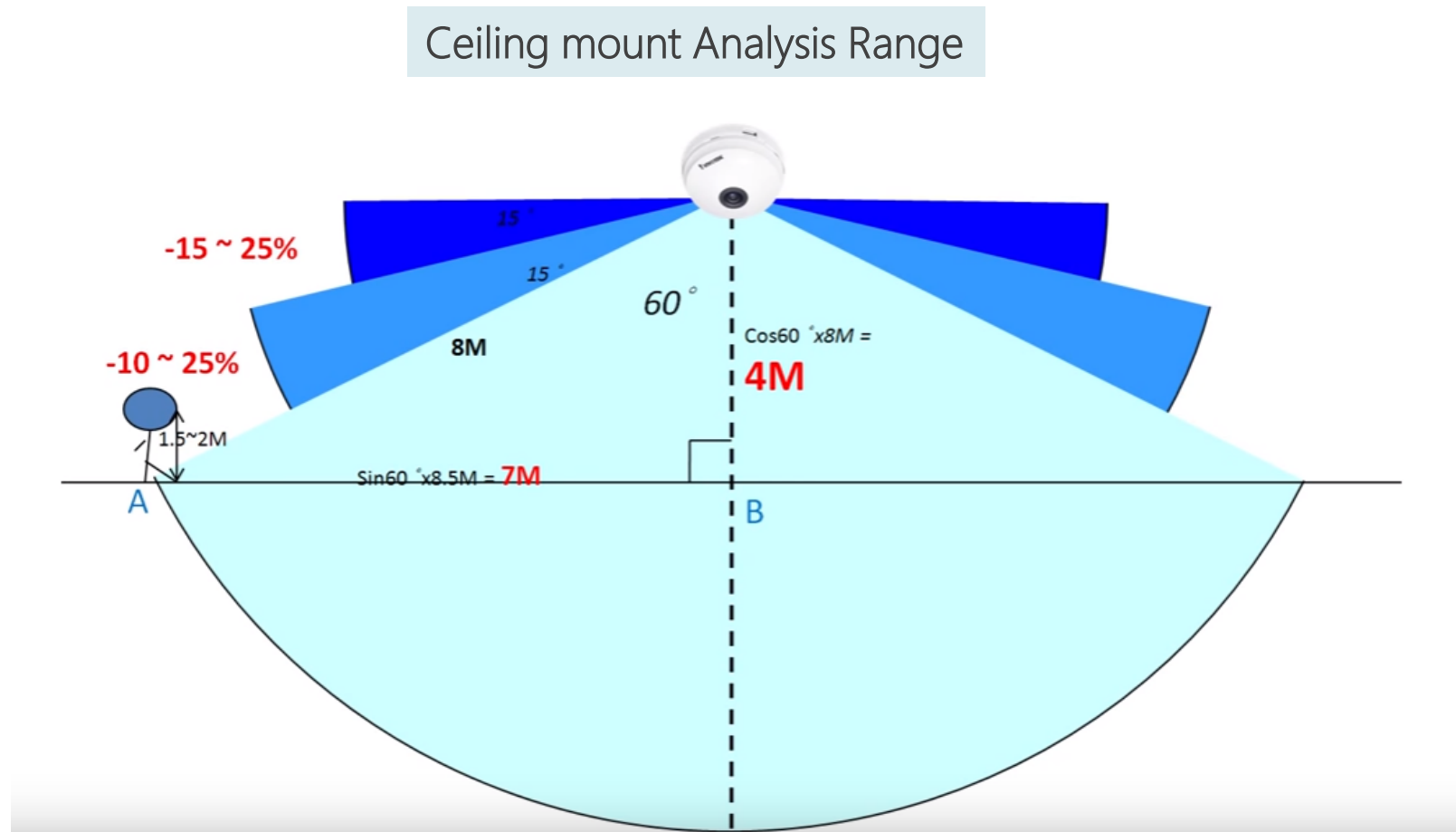
# Store Heatmap Analysis – Fisheye Camera



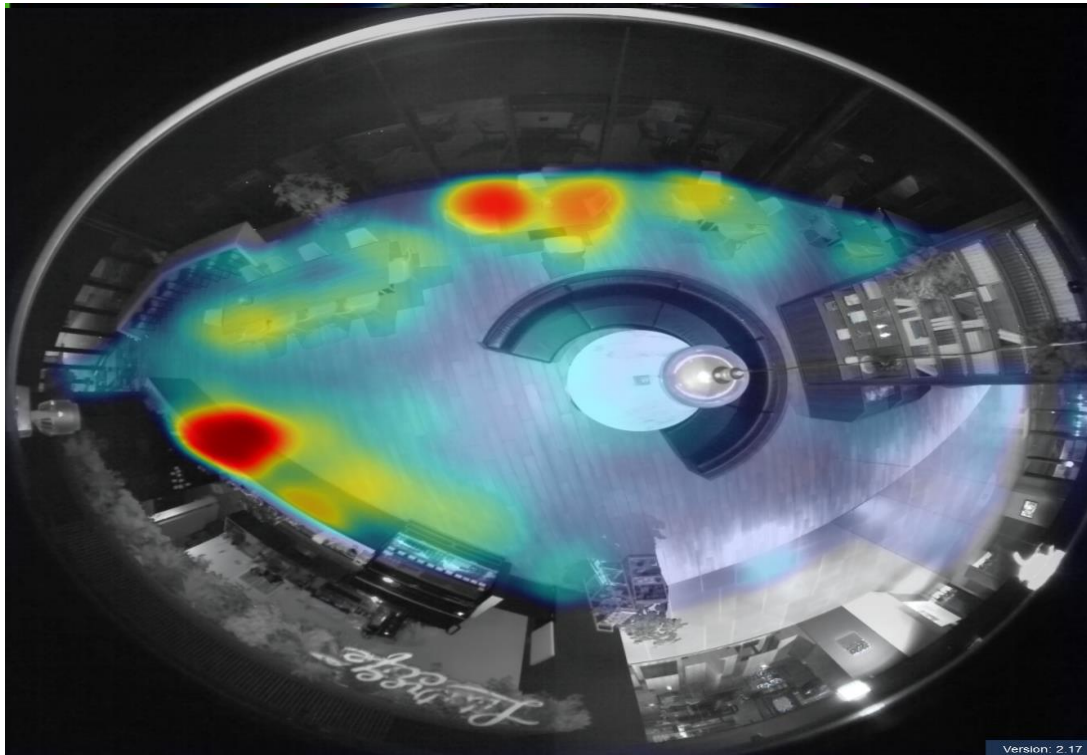
- Fisheye IP Camera
- 5M Pixels CMOS Sensor
- 1.57 mm Fisheye Lens



- UShop EIS for Heatmap Analyzing Process



# Store Heatmap Analysis – Installation Site



In-Store Analysis



Out-Store Analysis



# Store Heatmap Analysis – Data Flow



- Capture the image from the top of the ceiling
- Object motion detection algorithm

Self adaptive background  
extract and select model



Meta Data:  
Background  
Frequency: 3 times per day

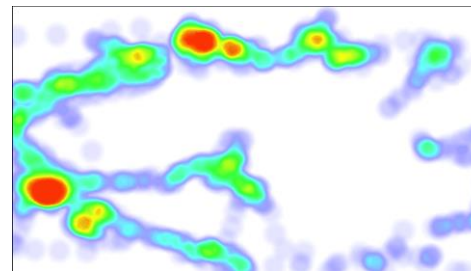


Background

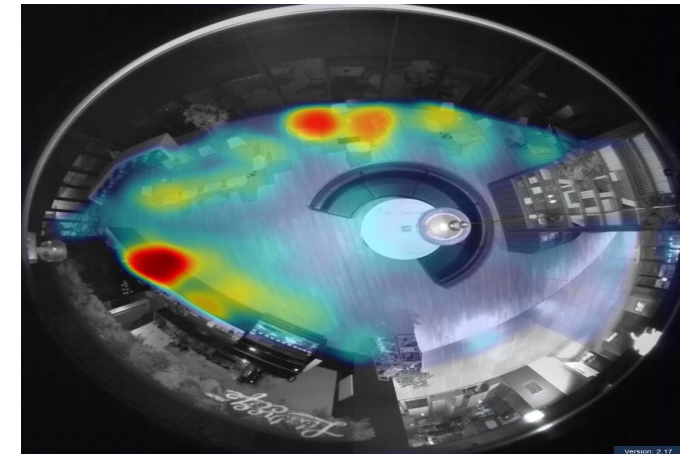
Object motion detection  
algorithm



Meta Data:  
Frequency(times)  
Dwell time(sec)



Heatmap data



Heatmap



# UShop+ Store BI Solution System Architecture



**Store Traffic**

**Store Heatmap**



Store Traffic Data Go to Cloud Directly

Store Heatmap Data Go to Cloud Directly



Branch Store

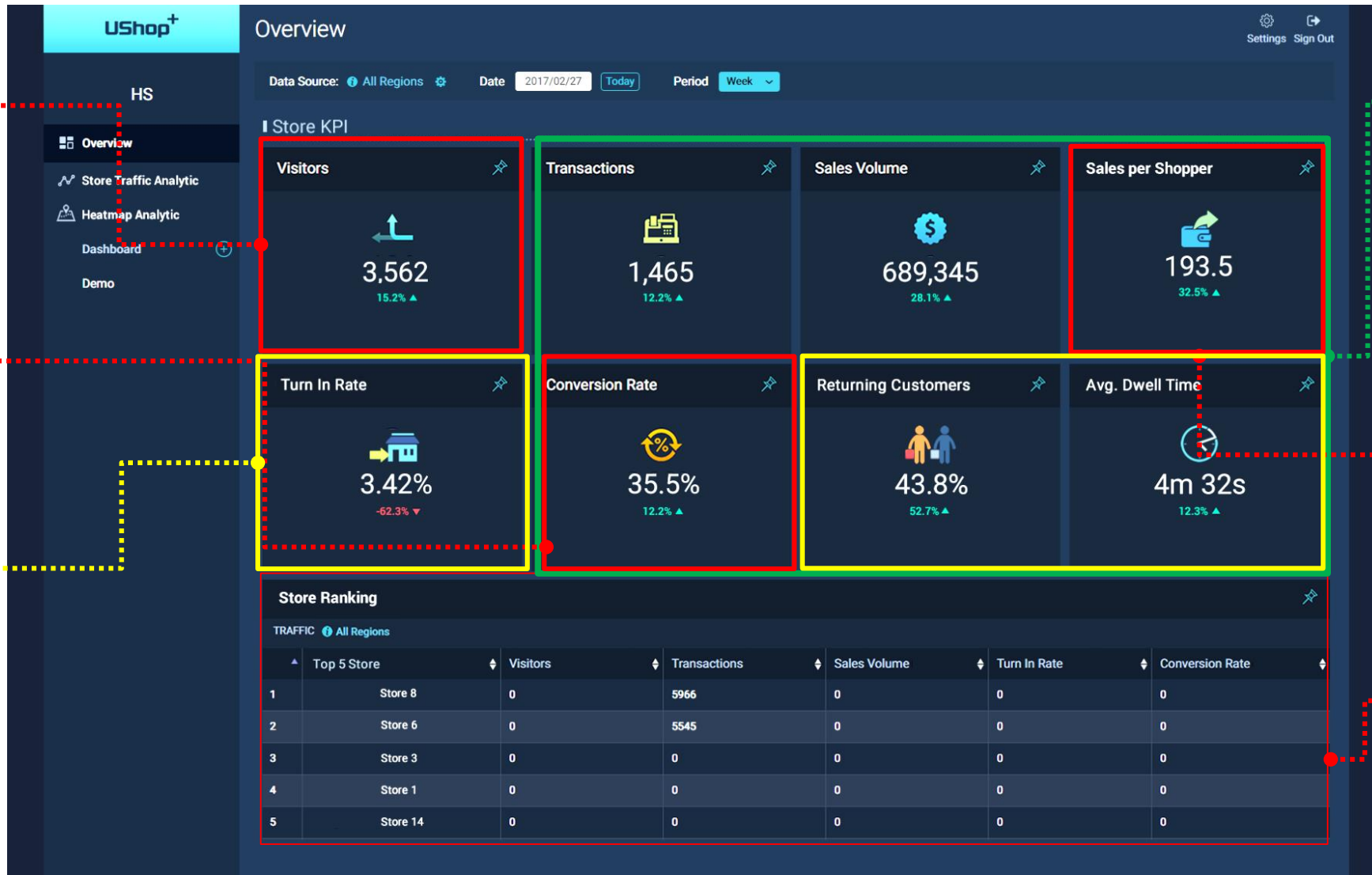


Smart Counting Devices



Fisheye Camera

# UShop+ Store BI Portal – Overview



Visitors

Visitors data from camera video analysis

Conversion Rate

Transactions/Visitors

Shopper Profile

POS Data Integration

Integrate POS data thru API or store management on UShop+ portal

Sales per Shoppers

Sales volume/ Transactions

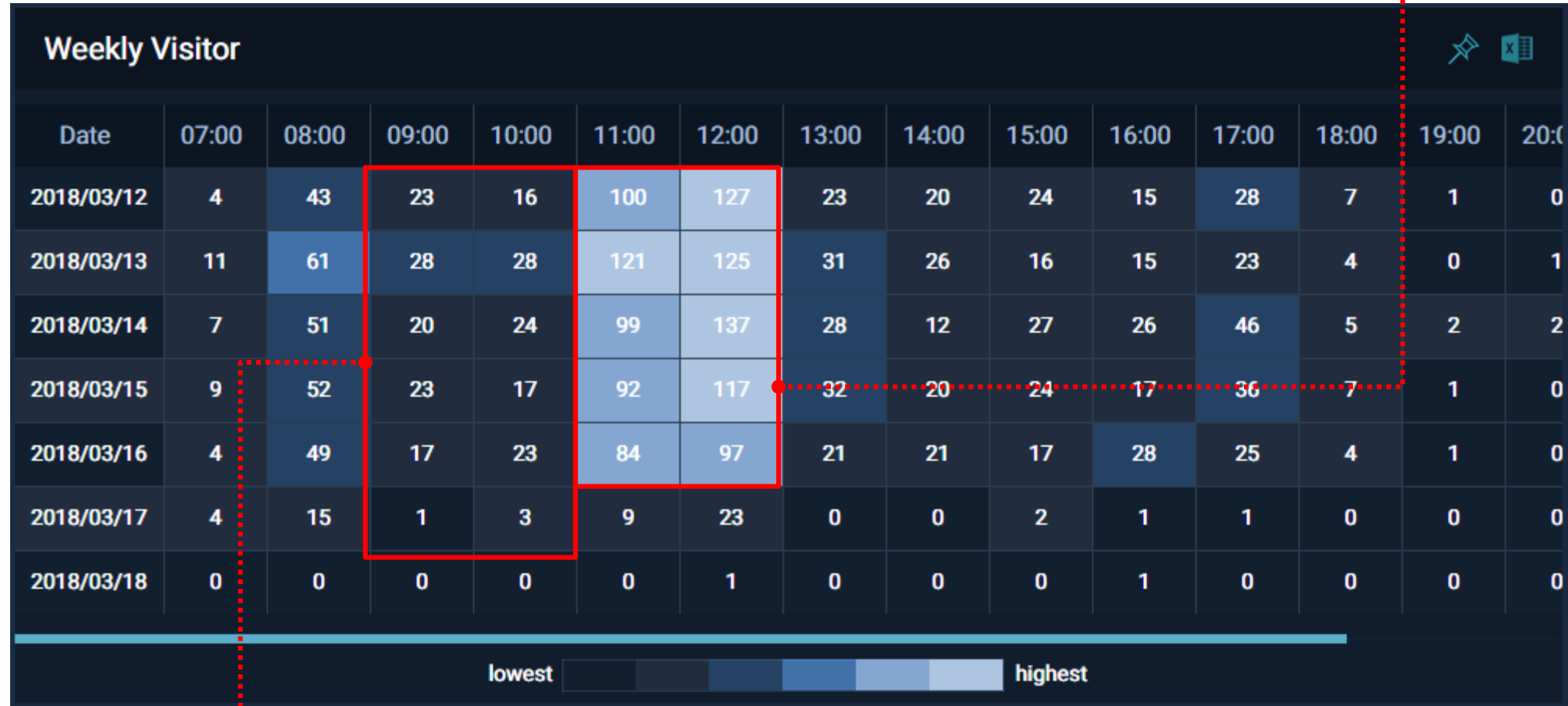
Store Ranking

# UShop+ Store BI Portal – Overview

Highlight

This café has better traffic number at noon than in the morning  
Customers are here for a quick bit but not relax for a cup of coffee

High Traffic



Low Traffic



# UShop+ Store BI Solution – Store Analysis

Highlight

High traffic number but low transactions

Store/date Selection

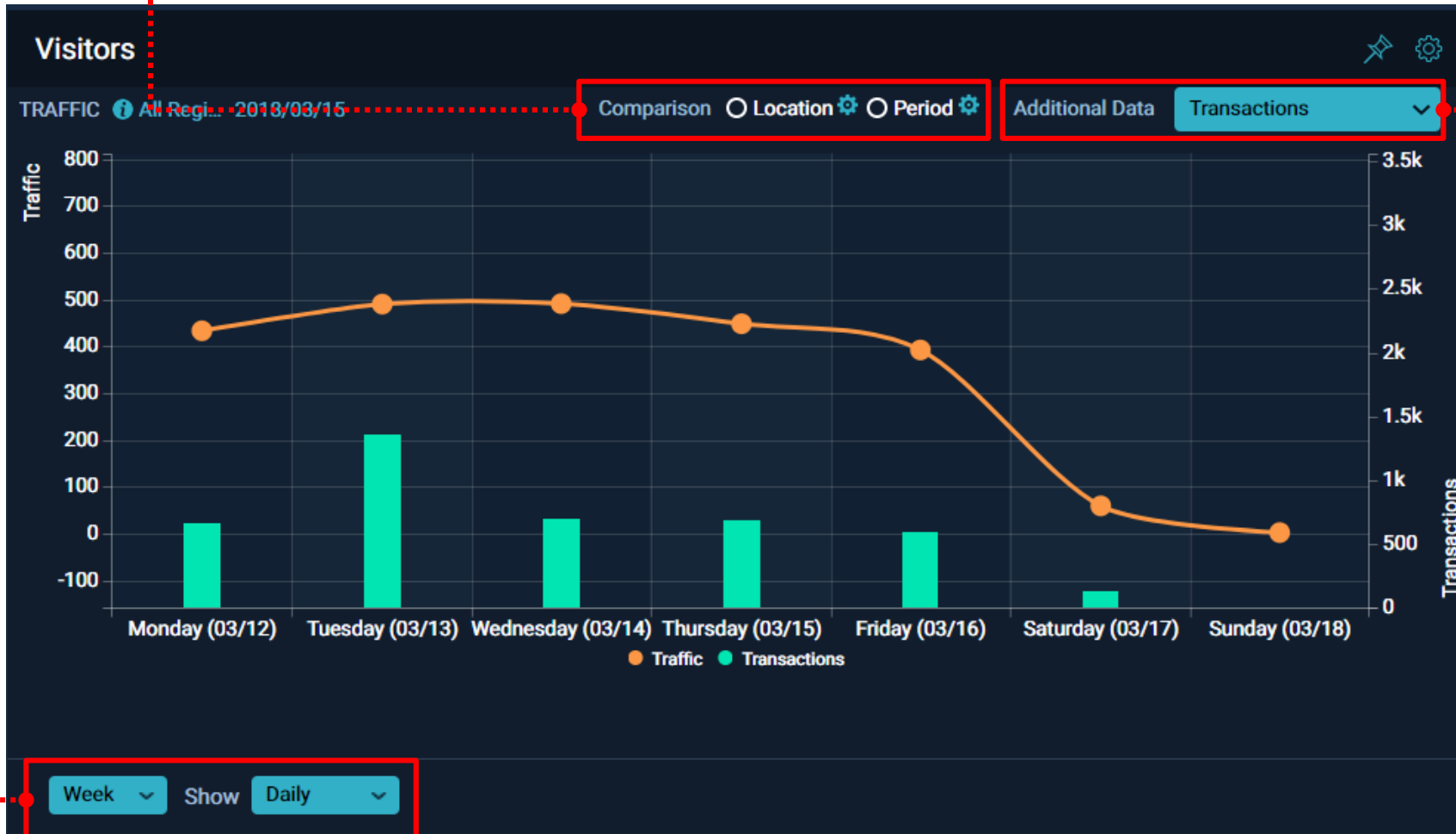
Select the store/date for comparison

Data Selection

Choose the additional data for comparison

Analysis Period

Quick switch for data period



# UShop+ Store BI Portal – Heatmap Analysis

Top popular Zone

Most shoppers stayed

User defined Zone

Favor Pin Added

Shopper Dwelling Info

Shopper/Dwell time



# UShop+ Store BI Portal – Heatmap Analysis

User defined  
Zone  
Favor Pin Added

Edit Favorite Zone

Favorite Zone ID#  
#3

Favorite Zone Title  
Product C

Products in Zone

Favorite Zone List  
#1 Product A  
#2 Product B  
#3 Product C

Period Day Show 14:00

Delete Selected Zone

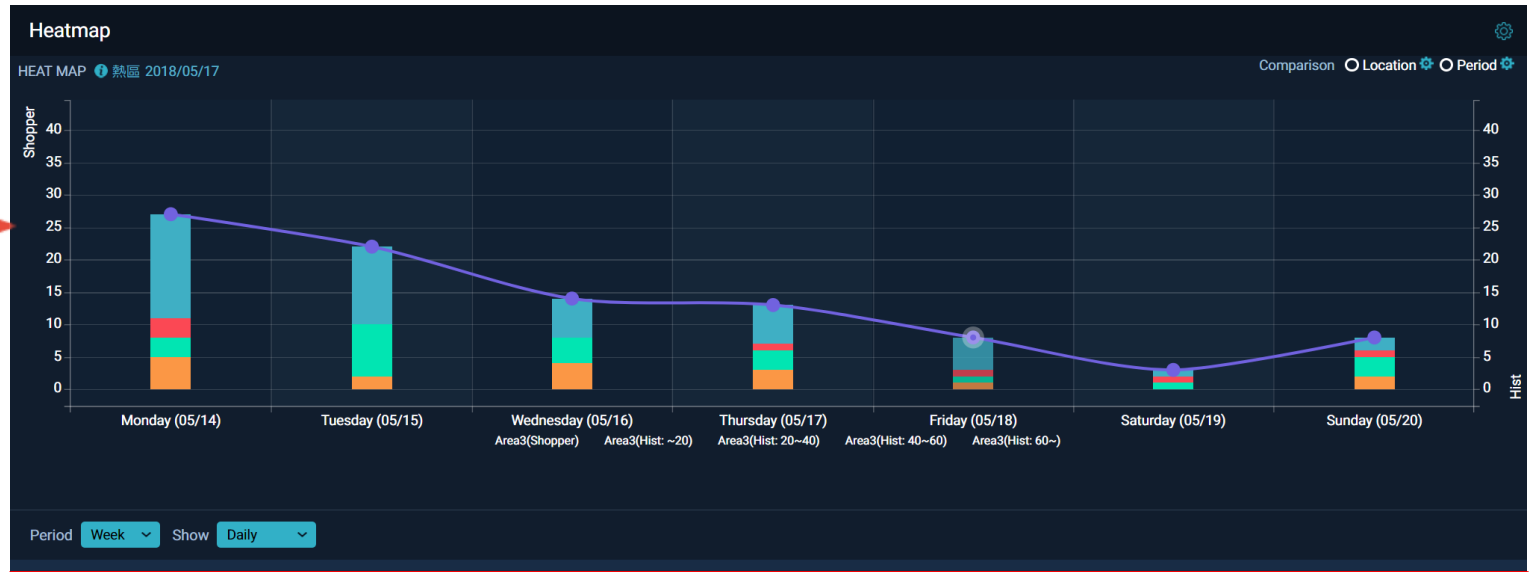
OK Cancel

# UShop+ Store BI Solution – Heatmap Analysis



Zone analysis detail

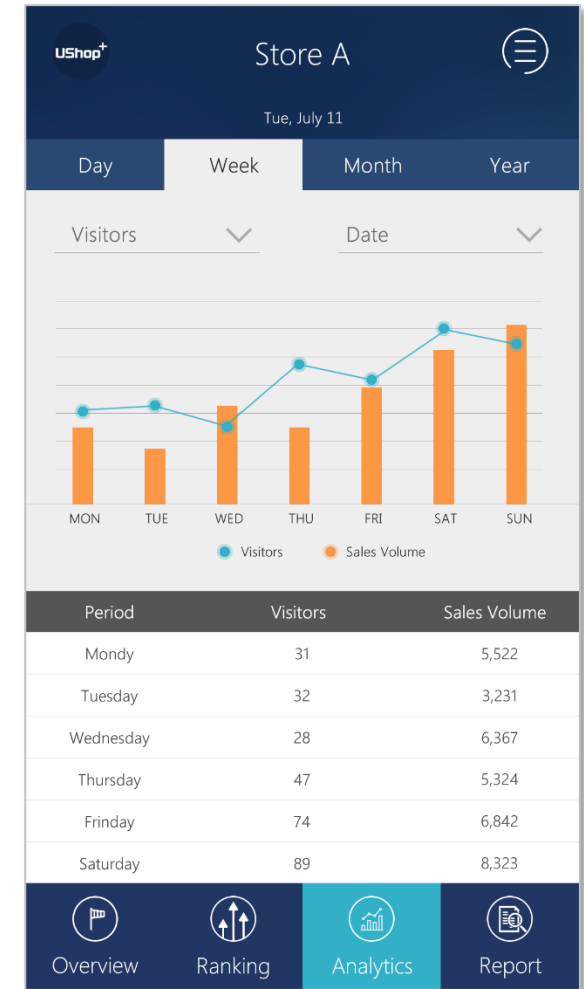
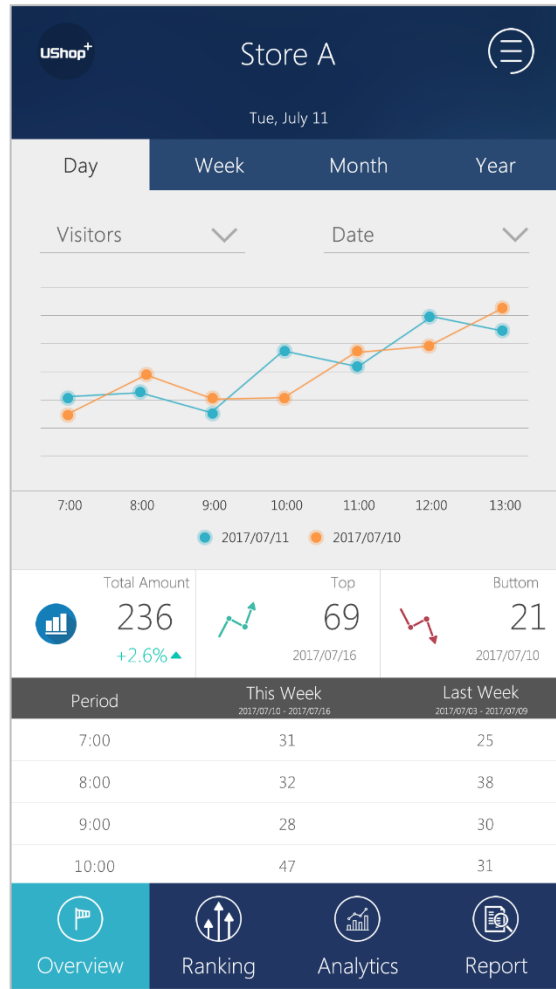
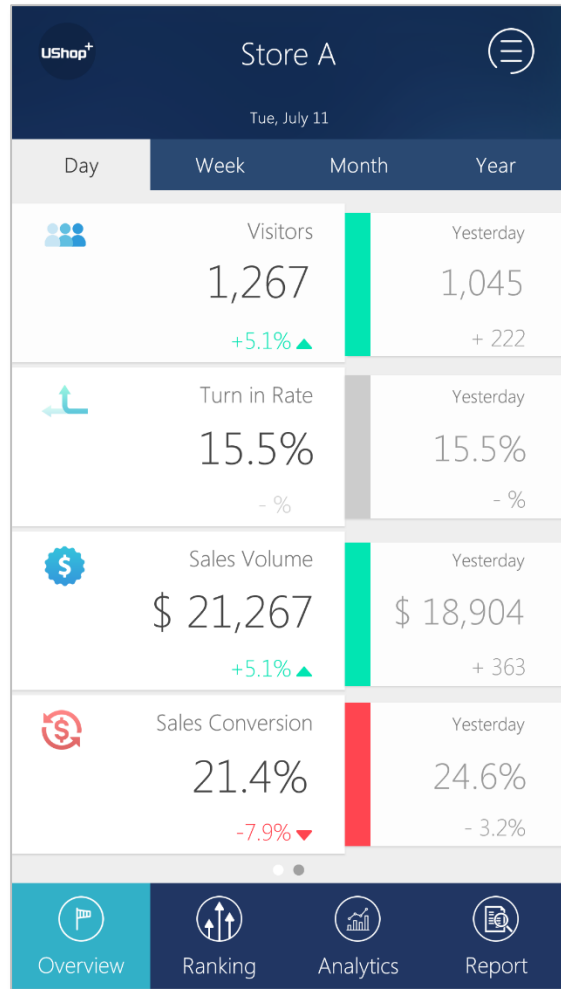
You can deep investigate by spreading the heatmap graph into detail chart



Integrate POS transaction data to get conversion rate of product sales/interesting numbers.

Date	Area3(Shopper)	Area3(Hist: ~20)	Area3(Hist: 20~40)	Area3(Hist: 40~60)	Area3(Hist: 60~)
Monday (05/14)	27	5	3	3	16
Tuesday (05/15)	22	2	8	0	12
Wednesday (05/16)	14	4	4	0	6
Thursday (05/17)	13	3	3	1	6
Friday (05/18)	8	1	1	1	5
Saturday (05/19)	3	0	1	1	1
Sunday (05/20)	8	2	3	1	2

# UShop+ Store BI Solution – Mobile BI APP (iOS/Android)

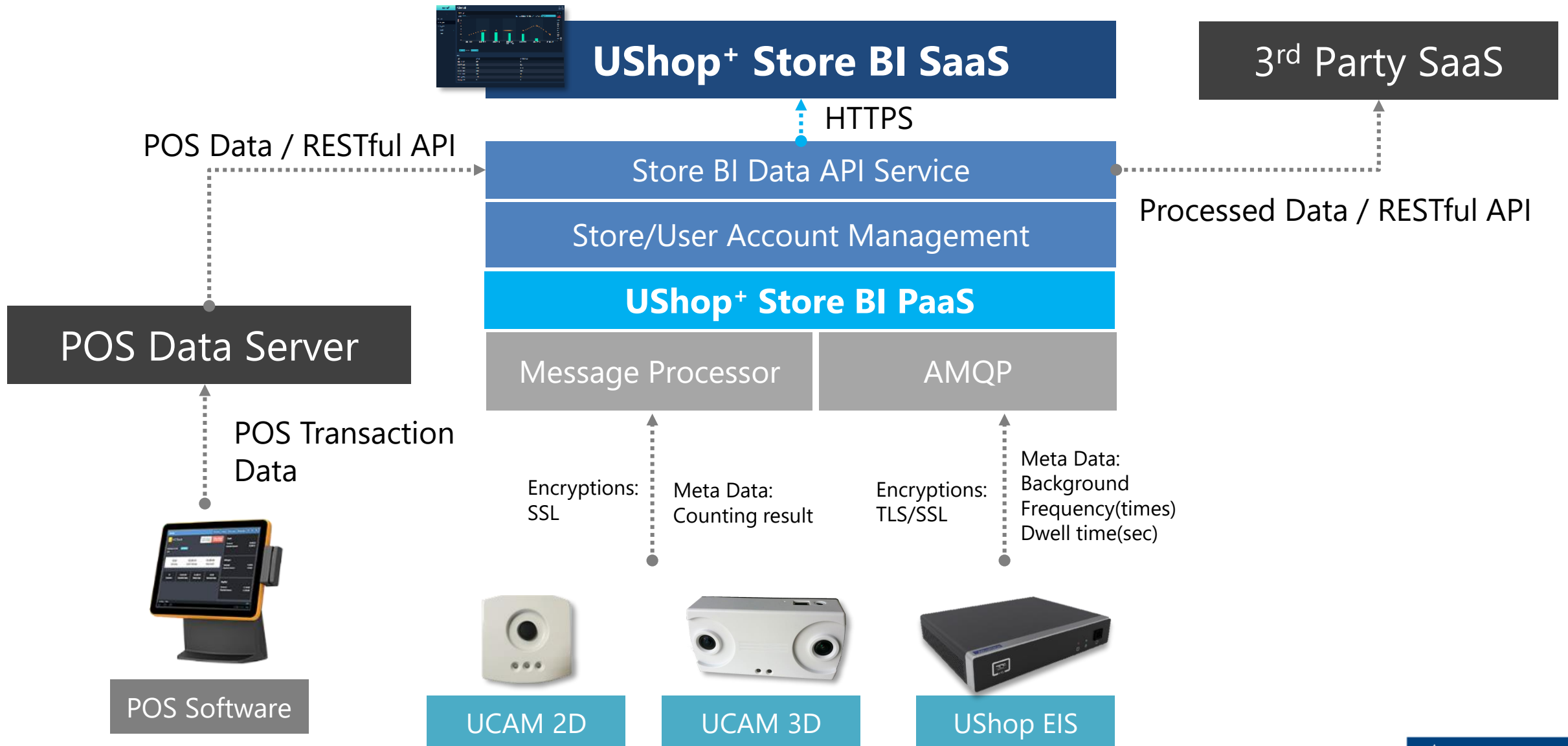




# UShop+ Store BI Solution – SI Integration



# UShop+ Store BI Solution – Data Flow





# More information & Resources

## Website:

UShop Solution Ready Platform

- [http://www.advantech.com/products/solution-ready-platform-\(srp\)/sub\\_886ca7e4-00f0-4e31-96d1-9c0dd36d191c](http://www.advantech.com/products/solution-ready-platform-(srp)/sub_886ca7e4-00f0-4e31-96d1-9c0dd36d191c)

USHOP Store Traffic

- [http://www.advantech.com/products/ushop-srp-700/sub\\_191c51c1-59f9-477c-924e-d85e2e2ac9e6](http://www.advantech.com/products/ushop-srp-700/sub_191c51c1-59f9-477c-924e-d85e2e2ac9e6)

UShop Solution Website

- <http://www.advantech.com/ushop-plus/srp-people-counting>

## Support and Download Documents

- Datasheet, Brochure, User Manual, Installation Guide

<https://support.ushop-plus.com/download>

## Video

- "UShop+" - Store Traffic Analytics Solution

<https://www.youtube.com/watch?v=AnRov8cfoDM>

# UShop+ Store BI Solution Implementation Flow

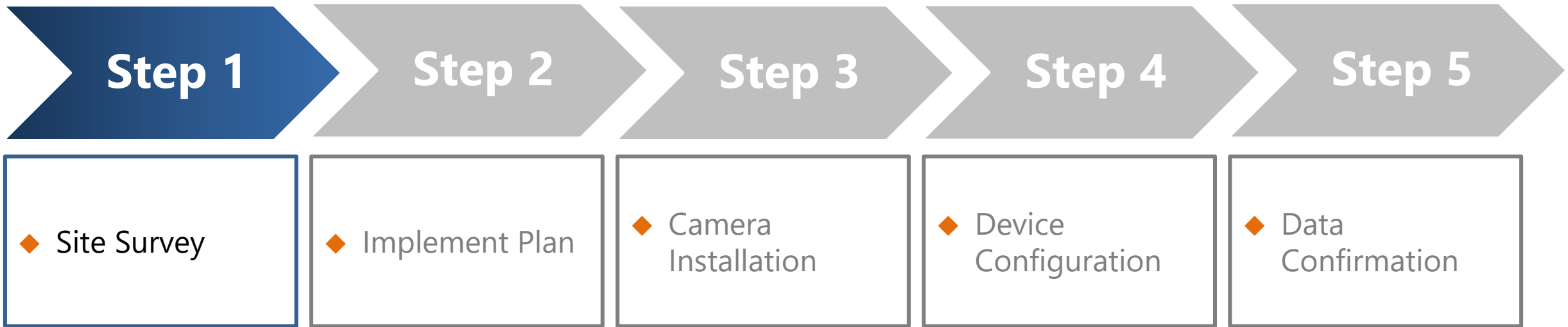
Q1, 2019



# UShop+ Store BI Solution – Implementation Flow



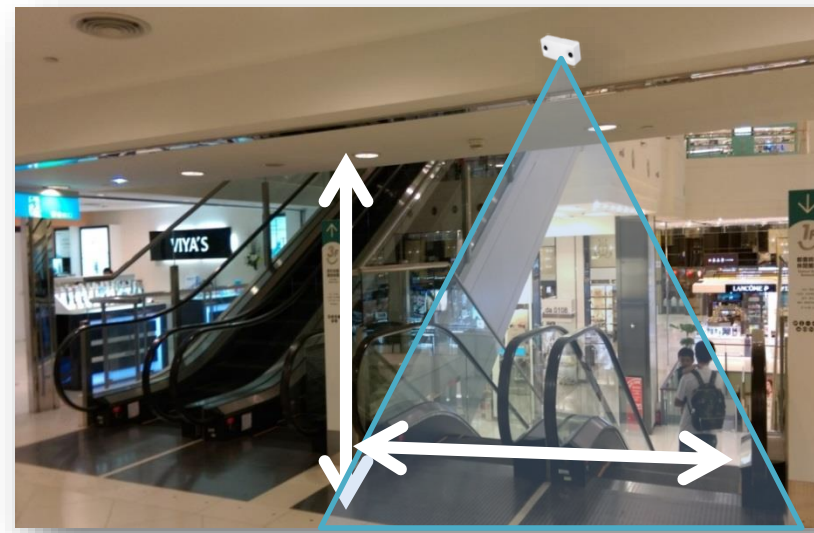
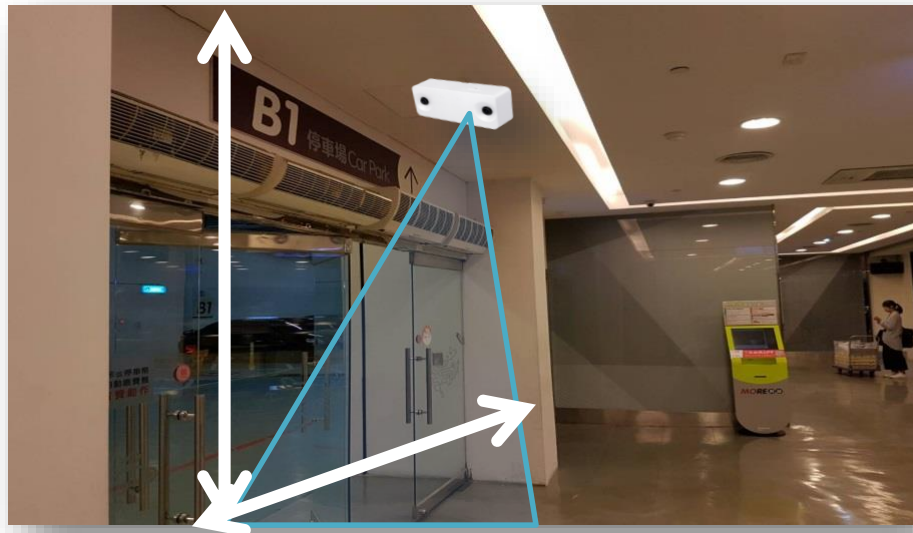
# UShop+ Store BI Solution – Implementation Flow



# UShop+ Store BI Solution – Step 1 – Site Survey

## UCAM Installation Preparation

- Check the height of camera installation
- Check the width of door or path
- Check the type of the door
- Check the location of PoE switch installation
- Check the infrastructure implementation (Power/Internet Cable and Network Connection)

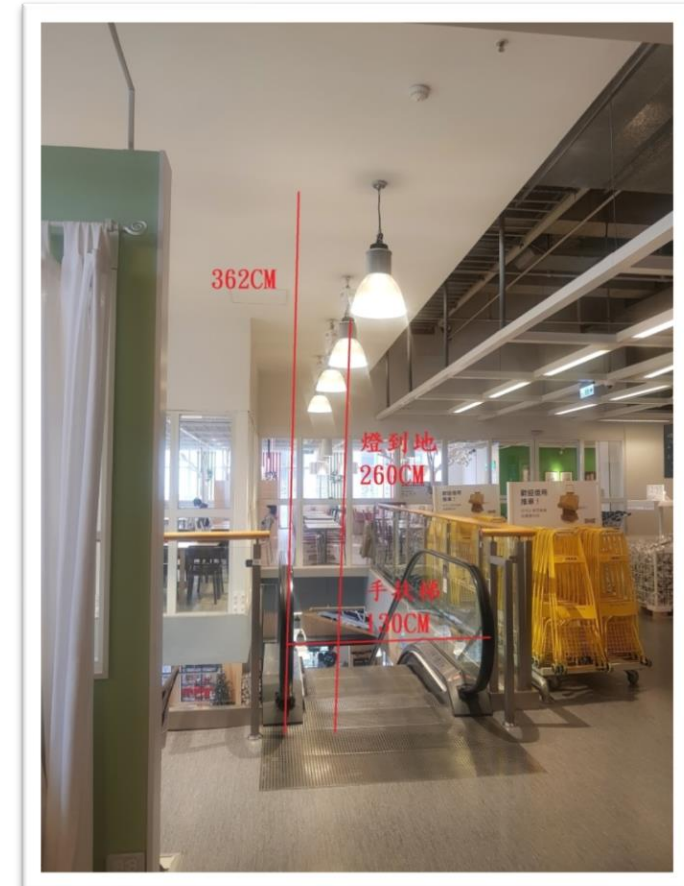


# UShop+ Store BI Solution – Step 1 – Site Survey

## UCAM Installation Precautions

Important

- Mind the Light of the Environment
  - Less noise spot
    - Reflection of the light
    - Shadows
- Camera installation must lower than lamps



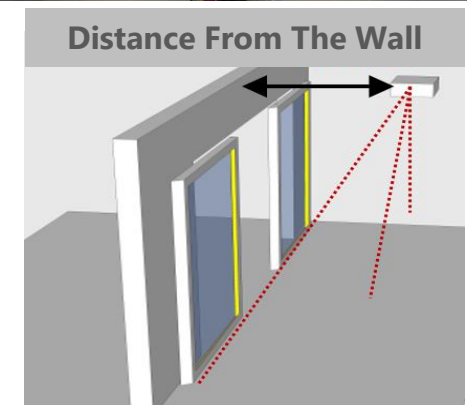
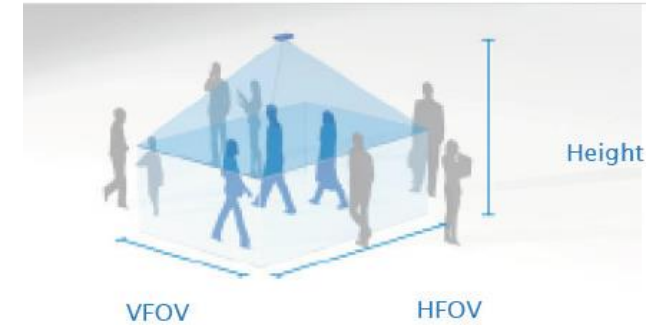


# UShop+ Store BI Solution – Step 1 – Site Survey

## The installation suggestion of UCAM

- 2D installation height suggestion: 2.5M~5M
- 3D installation height suggestion : 2.5M~5M
- The camera field of view should coverage at least **THREE** steps
- The distance from the wall can check UCAM user manual

Mounting Height (cm)	UCAM-120		UCAM-130	
	Distance From The Wall	Effective Width	Distance From The Wall	Effective Width (Zoom in : Center Meter)
250	51	297	51	1:147
310	76	368	76	1:258
350	93	415	93	1:331
400	119	475	119	2:238
460	144	546	144	2:300
500	162	593	162	2:342

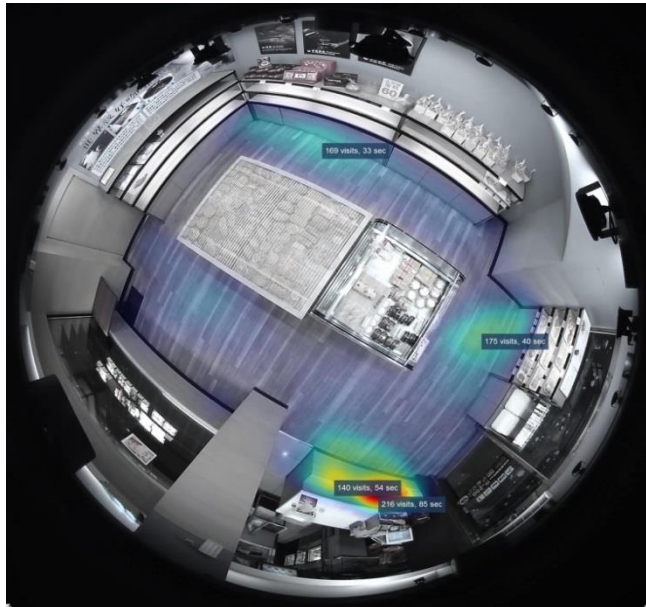




# UShop+ Store BI Solution – Step 1 – Site Survey

## Fisheye Installation Preparation

- Check the height of camera installation
- Check the FOV of target layout
- Check the type of the ceiling
- Check the location of PoE switch installation
- Check the infrastructure implementation (Power/Internet Cable and Network Connection)



# UShop+ Store BI Solution – Step 1 – Site Survey

## The installation suggestion of fisheye camera

- Fisheye camera installation height suggestion : 3.5M~5M
- The fisheye camera has 15% area of distortion at the edge of the image.

Type	FOV(H)	Mounting High	FOV Analytics
Fisheye	180°	3.5m	5.3m
		4m	6.1m
		4.5m	6.8m
		5m	7.4m



# UShop+ Store BI Solution – Step 1 – Site Survey

## Site survey tool suggestion

- Camera
- 360 Degree Camera
- Laser Measure Tool



Camera



360 Degree Camera



Laser Measure Tool

# UShop+ Store BI Solution – Step 1 – Site Survey

Ushop+ Site Survey Check List

Customer Name : \_\_\_\_\_  
 Date : \_\_\_\_\_  
 Project Name : \_\_\_\_\_  
 Location : \_\_\_\_\_  
 Surveyor Name : \_\_\_\_\_

Site Survey – General Part

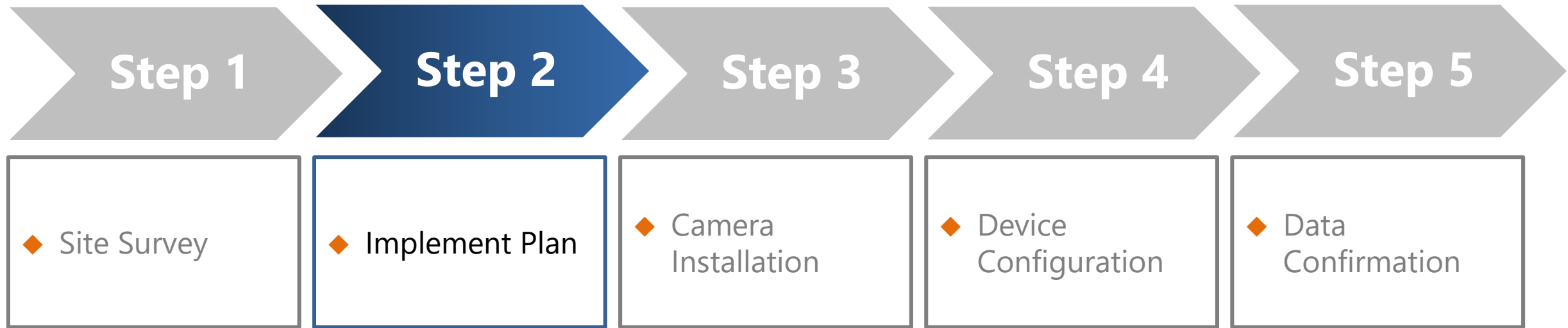
Item	Description	Remark
Branch Server Installed Place	✓ Nearest Power distance : _____M ✓ Wall plug numbers : _____pic ✓ need multi-socket adaptor <input type="checkbox"/> YES <input type="checkbox"/> NO ✓ Installing place : _____ ✓ Do we have enough space to place the unit : <input type="checkbox"/> YES <input type="checkbox"/> NO Please attached the survey photo here: (including installation place)	Advice on installation place : 1. Advice to install (product name) in the store manager room. 2. The installation place is close to the wall and not easy to be moved.
POE Switch Install place	✓ Nearest Power distance : _____M ✓ Wall plug numbers : _____pic ✓ NMulti-socket adaptor needed <input type="checkbox"/> YES <input type="checkbox"/> NO ✓ Installation place : _____	1. The number of POE ports may differ by the number of cameras.
Internet Environment	✓ In-store network : <input type="checkbox"/> YES => bandwidth : _____ <input type="checkbox"/> NO => Could internet be installed in store? : <input type="checkbox"/> YES <input type="checkbox"/> NO ✓ Internet bandwidth installation by estimate : _____ ✓ Contain DHCP server <input type="checkbox"/> YES <input type="checkbox"/> NO ✓ Firewall : <input type="checkbox"/> YES <input type="checkbox"/> NO ✓ Available IP Range : _____ ✓ Router Location : _____ ✓ SSID : _____ ; Password : _____	
Item	Description	Remark
busine hours		
Operation time		
Other	Information provide by customer : ✓ <b>In-store map</b> <input type="checkbox"/> YES <input type="checkbox"/> NO ✓ Branch store contact windows : Name _____	

Site survey main tasks includes :

- Dimensions measurement:** Entrance, aisle, shelf, ceiling, and counter, etc.
- Site pictures:** remember to take picture for record
- Floor plan:** Get or draw the floor plan with the right proportion.
- Basic information collection:** internet environment, office hour and customer requirement, etc.
- Check list for site survey:** Confirm the items for inspection and take down important information.

Site Survey Check List can download from [support.ushop-plus.com](http://support.ushop-plus.com)

# UShop+ Store BI Solution – Implementation Flow





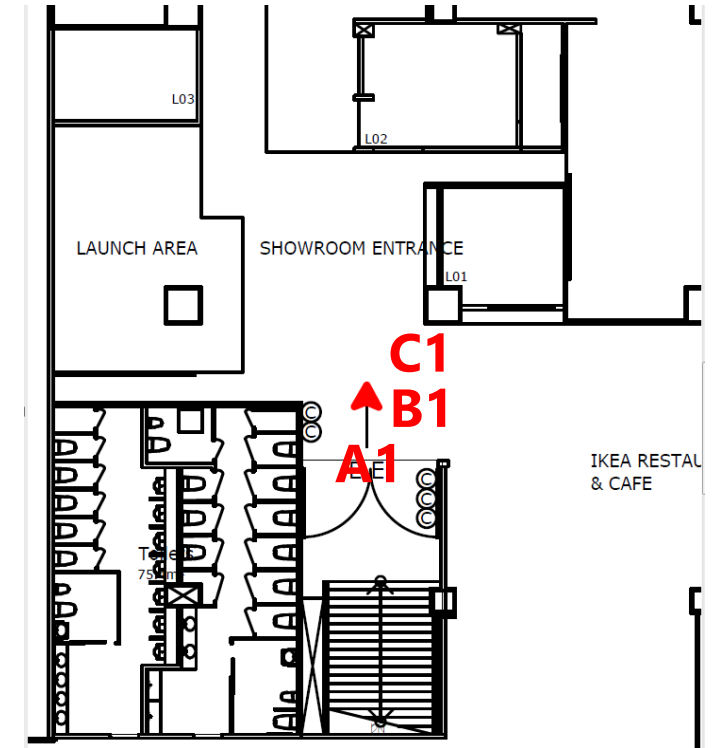


# UShop+ Store BI Solution – Step 2 – Implement Plan

## UCAM Implementation Planning

- Choose the proper camera to meet the requirement
- Decide the location to install the cameras





Camera type	Feature
 UCAM 2D	<ul style="list-style-type: none"><li>• Single lens with 2D human head extraction technology</li><li>• Accuracy 85-90%</li><li>• Lower cost, better for shopping mall or standard retail channels.</li></ul>
 UCAM 3D	<ul style="list-style-type: none"><li>• Dual lens for 3D modeling and depth technology</li><li>• Accuracy 95-98%</li><li>• Distinguish Trolley, Children or Adult</li><li>• Higher cost, better for branding store</li></ul>

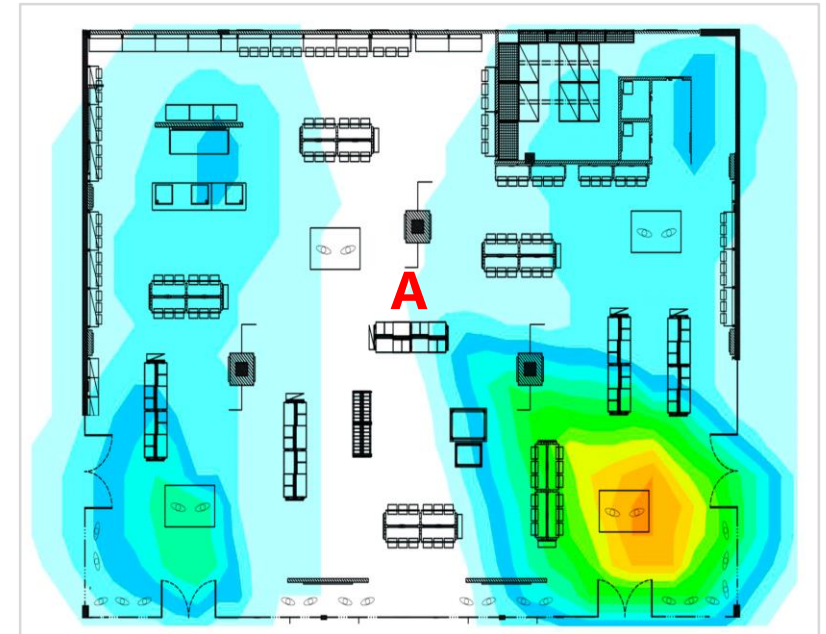


# UShop+ Store BI Solution – Step 2 – Implement Plan

## Fisheye Camera Implementation Planning

- Calculate how many cameras could cover the target area
- Decide the location to install the cameras

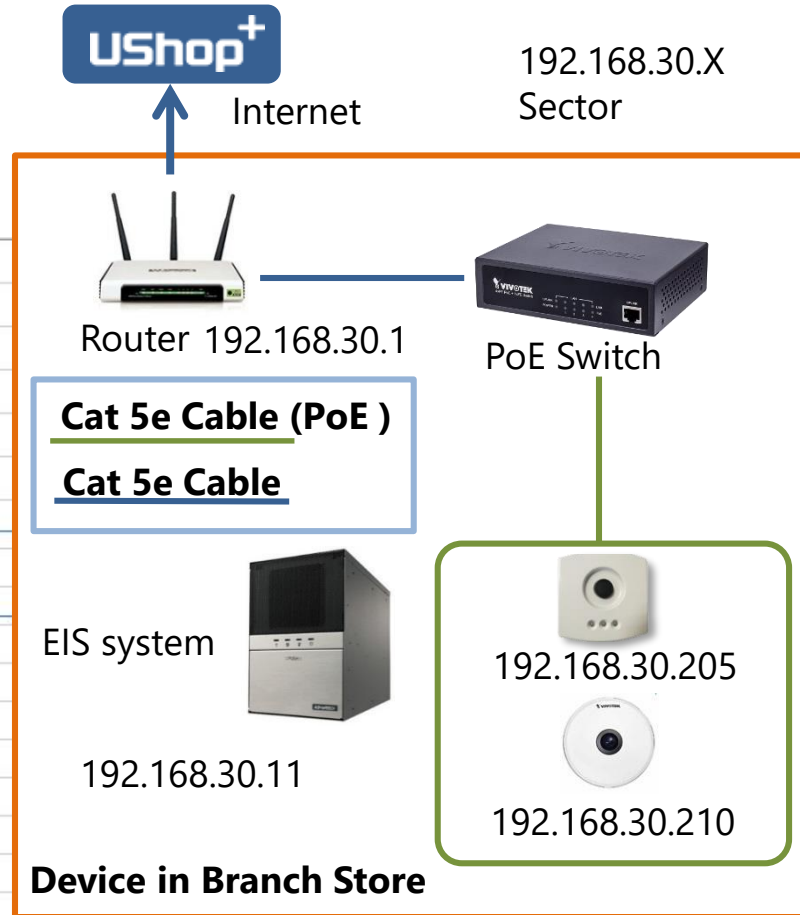
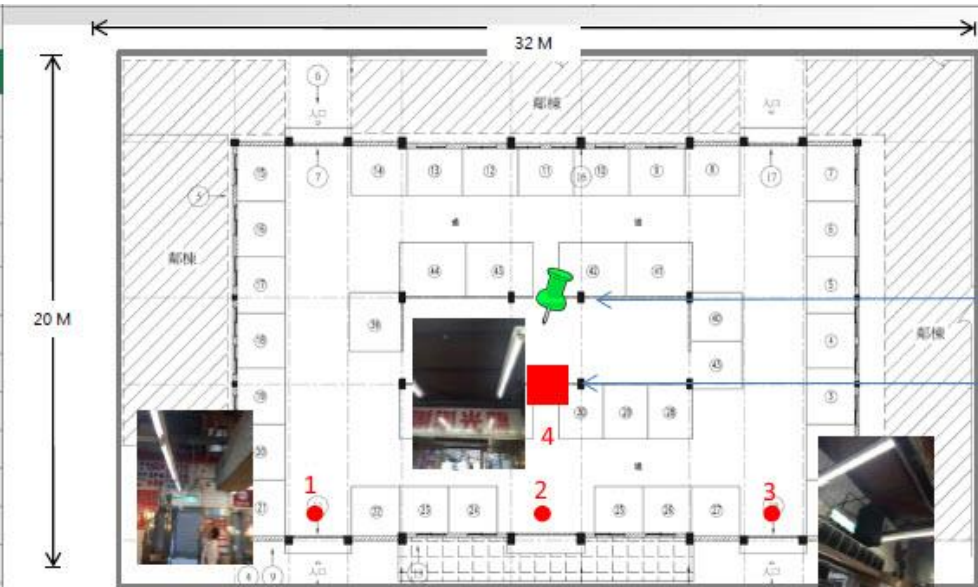
Fisheye Camera P/N	UShop EIS P/N
 XIRSRP-CAM-FE9180H	<b>UShop EIS LITE – 3CH</b>  UBX-310UST-G1E-C
	<b>UShop EIS STD – 8CH</b>  AIMC-342UST-G1E-C
	<b>UShop EIS PRO – 12CH</b>  AIMC-342UST-G3E-C



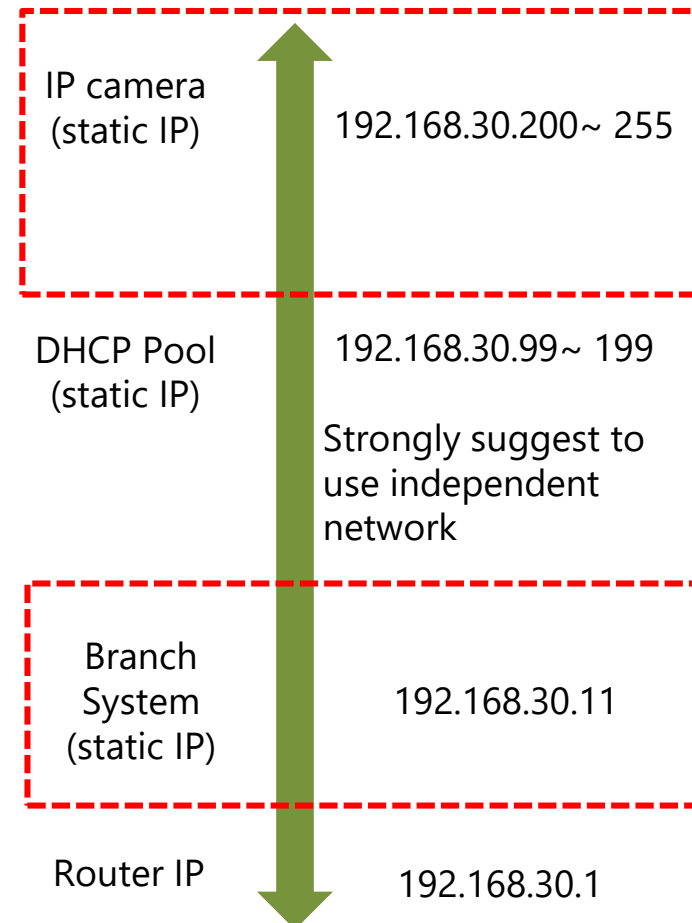
# UShop+ Store BI Solution – Step 2 – Implement Plan

## Network Architecture

- Plan for the network architecture
- Establish a table to maintain the IP status



Example:  
IP address list(192.168.30.X)



Business Hour: 6AM-11PM

Type	Location	Height	Host Name	IP Address	Subnet Mask	Gateway
People Counnting UCAM 2D	Point1	270		192.168.50.101	255.255.255.0	192.168.50.1
People Counnting UCAM 3D	Point2	284		192.168.50.102	255.255.255.0	192.168.50.1
Viviotek FE8180 IP CAM	Point3	277		192.168.50.103	255.255.255.0	192.168.50.1
Advantech EIS	Point4			192.168.50.151	255.255.255.0	192.168.50.1

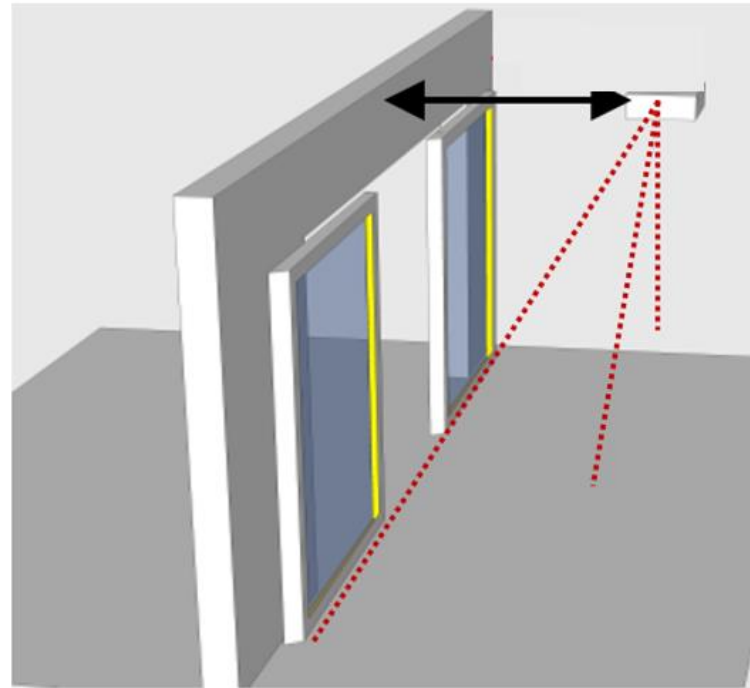
# UShop+ Store BI Solution – Implementation Flow



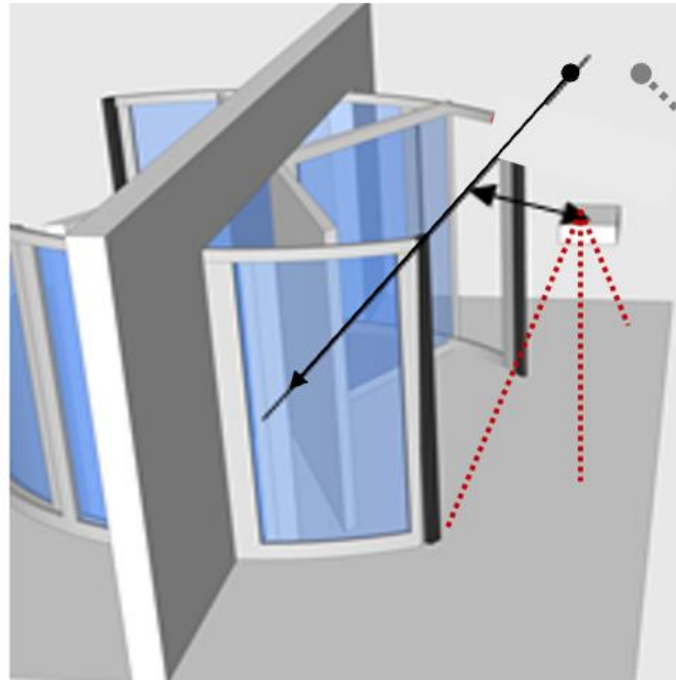
# UShop+ Store BI Solution – Step 3 – Camera Installation

## UCAM Installation Guide Door types vs. Camera installation location

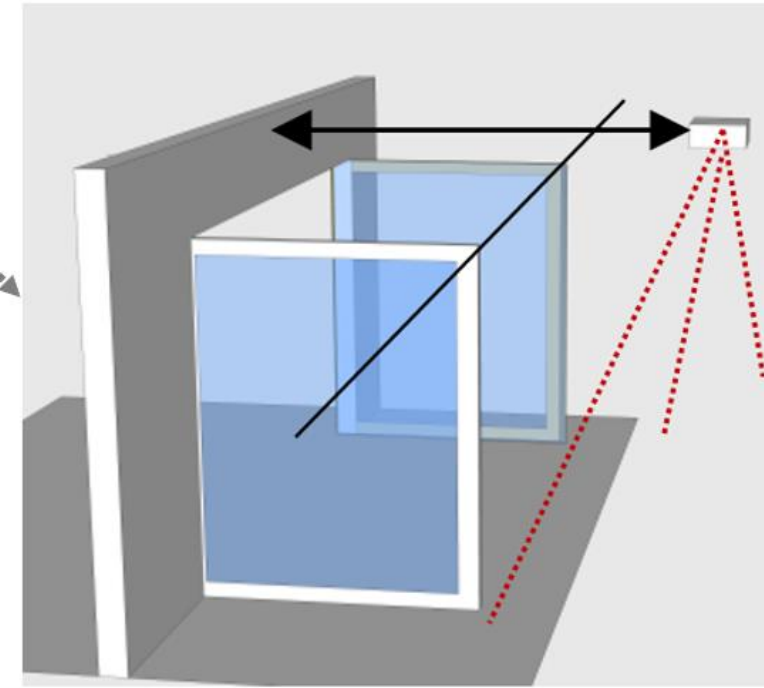
### Sliding Door



### Rolling Door



### Swinging Door



- The distance from the wall can check UCAM user manual
- Install position must be on the ceiling.



# UShop+ Store BI Solution – Step 3 – Camera Installation

## UCAM installation example

The correct installation



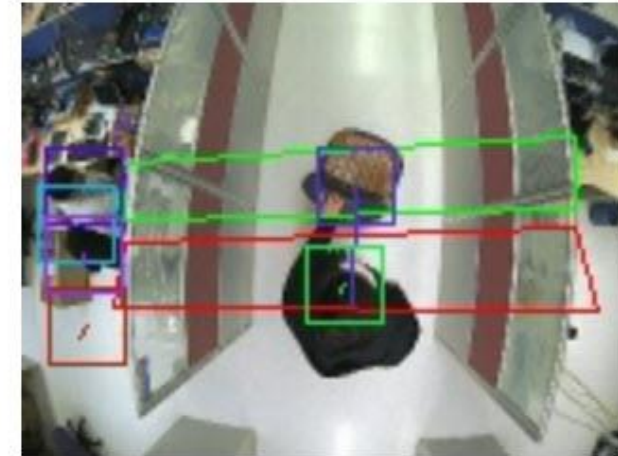
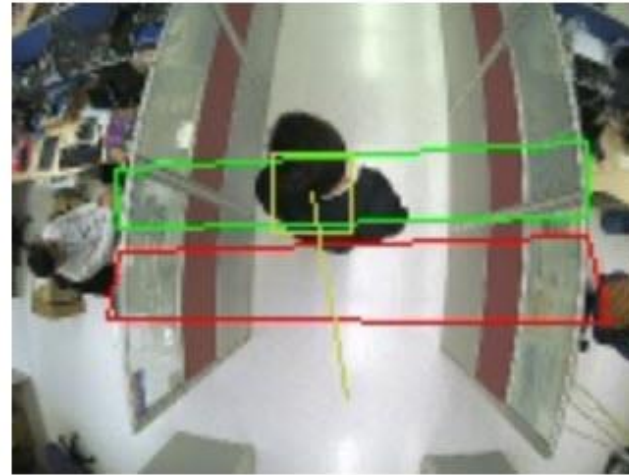
The banner block the field view of UCAM



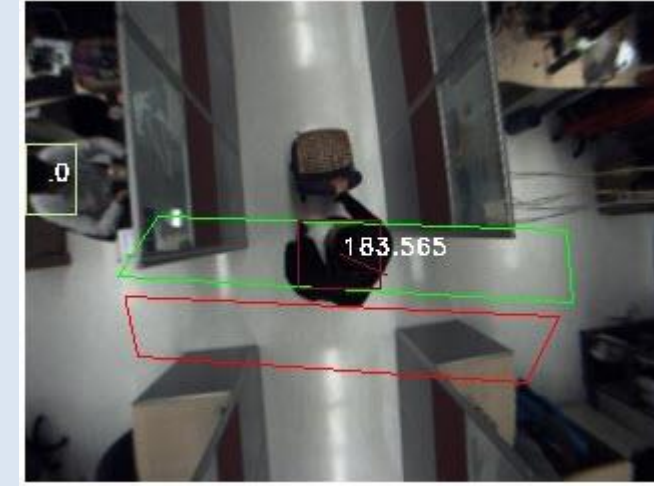
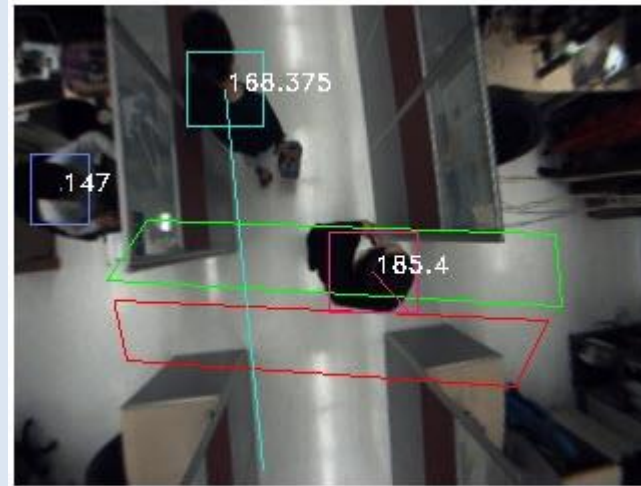
# UShop+ Store BI Solution – Step 3 – Camera Installation

## UCAM Installation example for the camera view

UCAM 2D  
UCAM-120

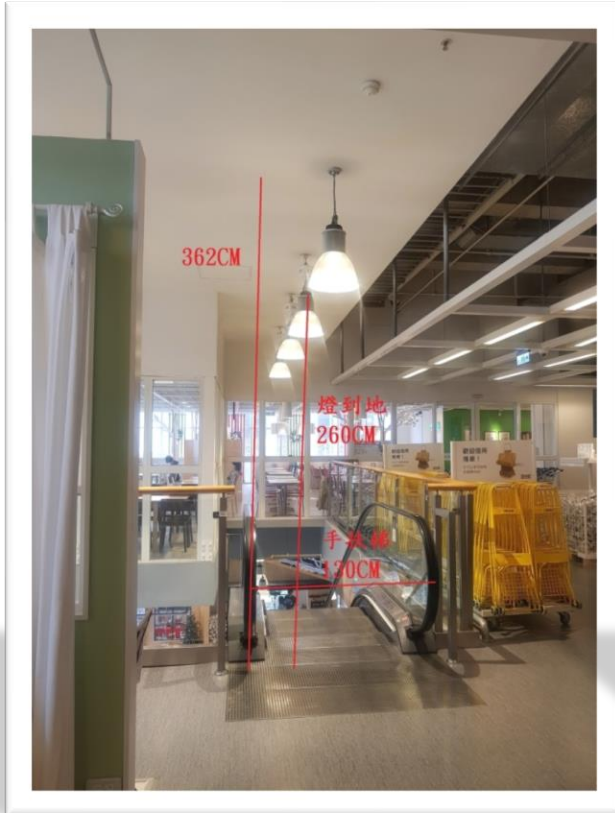


UCAM 3D  
UCAM-130

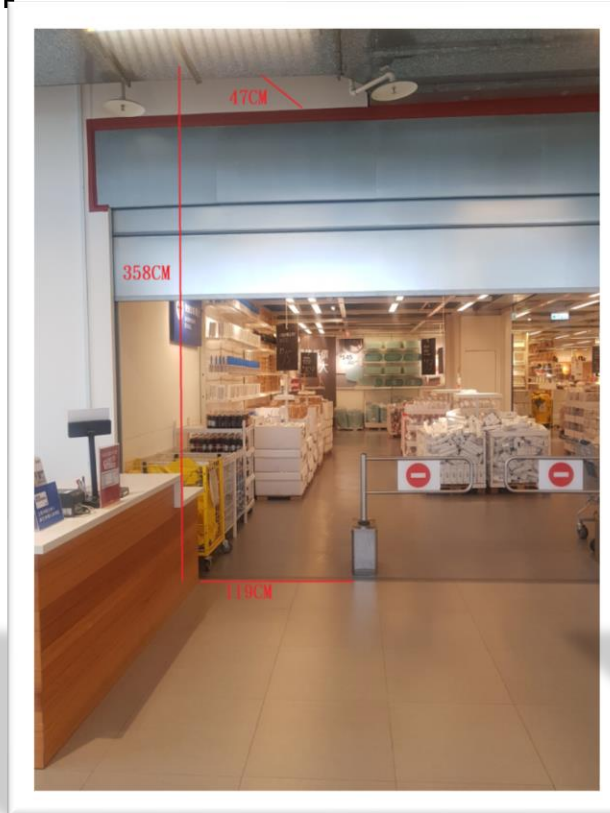


# UShop+ Store BI Solution – Step 3 – Camera Installation

## UCAM Installation example for the field site



- ◆ Metallic floor
- ◆ Light reflection
- ◆ The camera should be installed at a lower position than the lightings.



- ◆ Camera cannot be fixed onto the ventilation



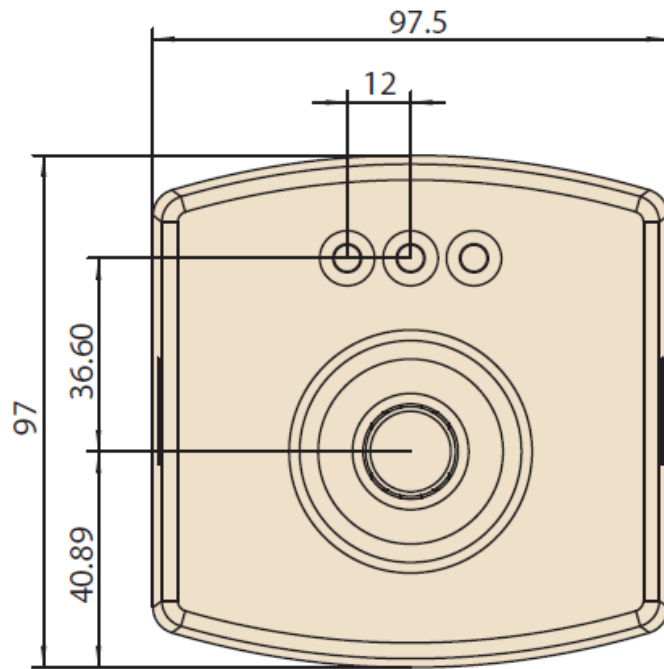
L-Shape Pole



- ◆ Fixed Shelves
- ◆ Moving Shelves



# UShop+ Store BI Solution – Step 3 – UCAM 2D Package

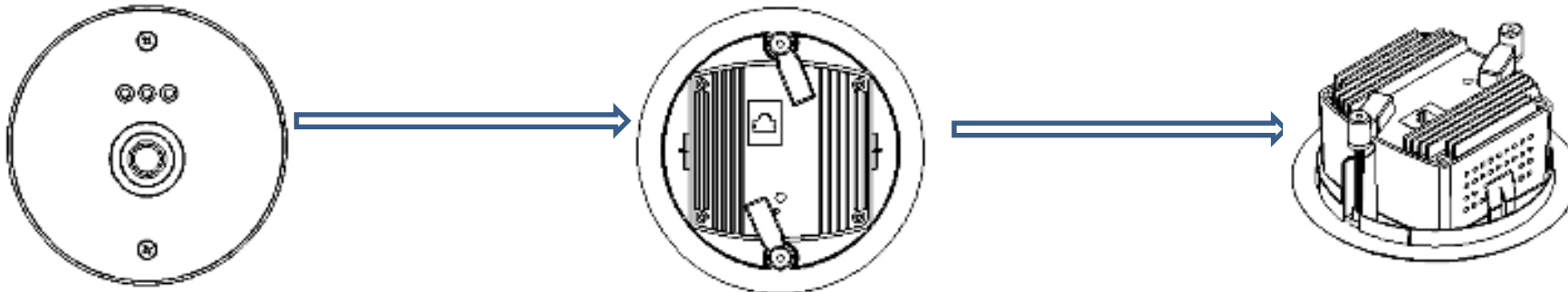


## Pre-installation Guide

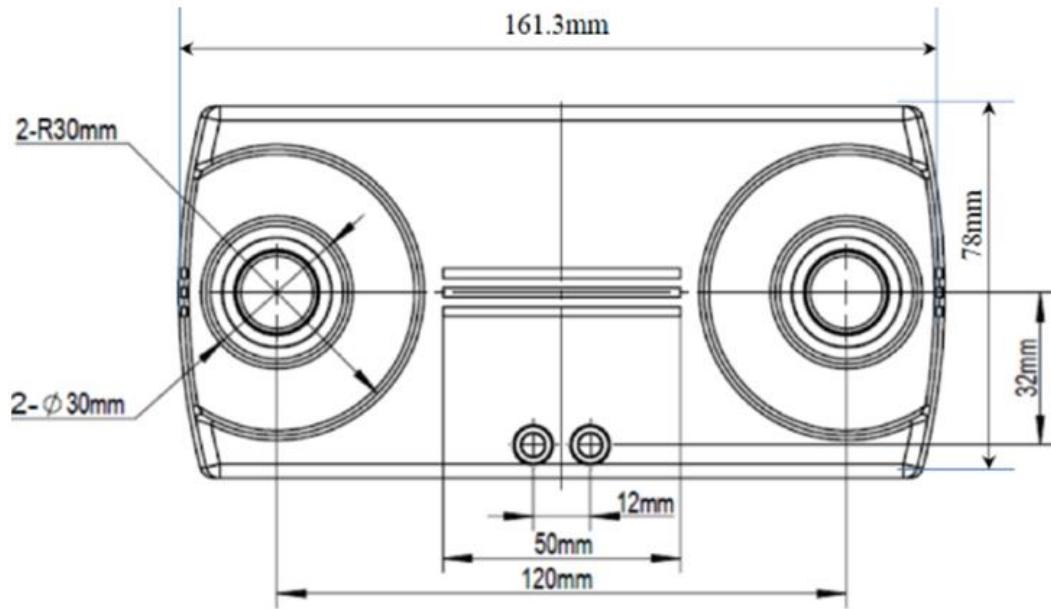
Supported Height of Installation

2.5m – 5m

**Recessed Mounting**



# UShop+ Store BI Solution – Step 3 – UCAM 3D Package

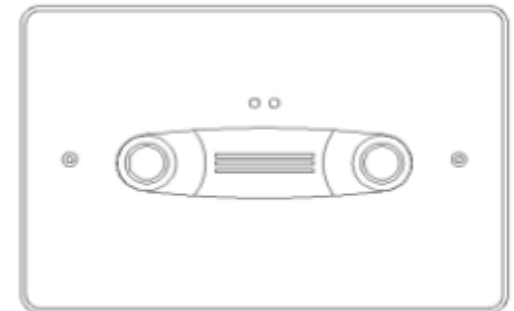
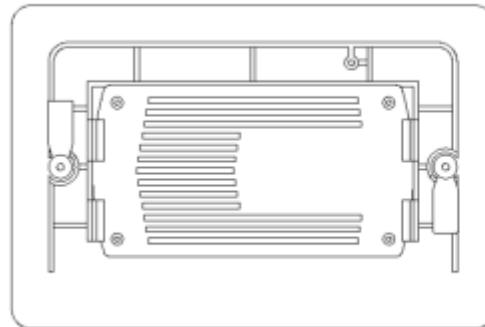
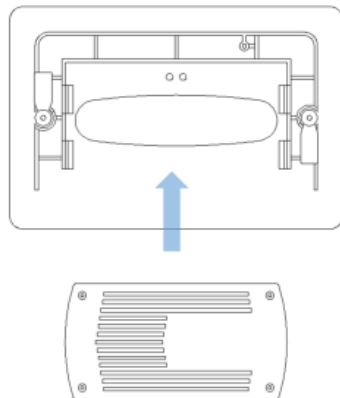


## Pre-installation Guide

Supported Height of Installation

2.4m – 5m

**Recessed Mounting**





# UShop+ Store BI Solution – Step 3 – Camera Installation

➤ I shape pole



# UShop+ Store BI Solution – Step 3 – Camera Installation

➤ L shape pole



# UShop+ Store BI Solution – Step 3 – Camera Installation

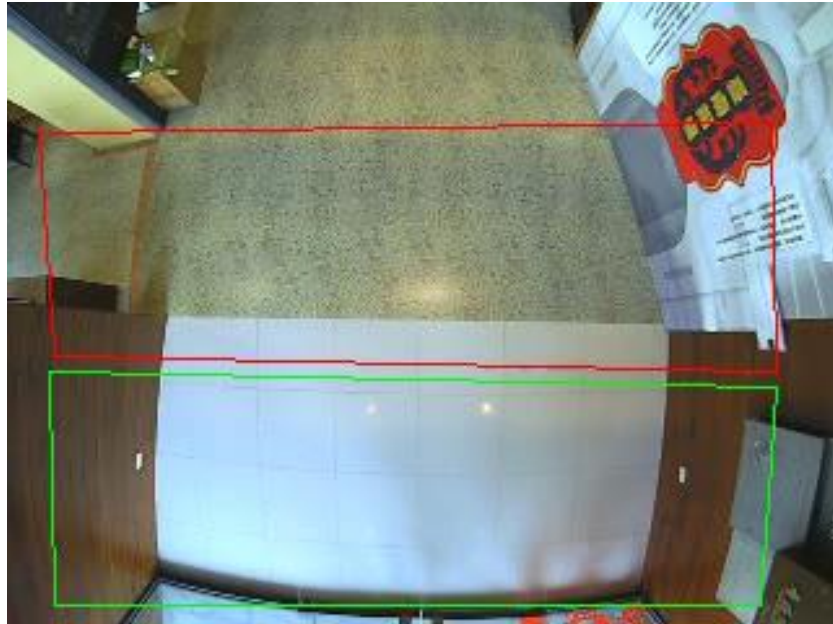




# UShop+ Store BI Solution – Step 3 – Camera Installation



# UShop+ Store BI Solution – Step 3 – Camera Installation



2018/09/26

14:44:47

0(1:4 0:5)

## Background

- ◆ UCAM 2D
- ◆ Swinging door

## Problem

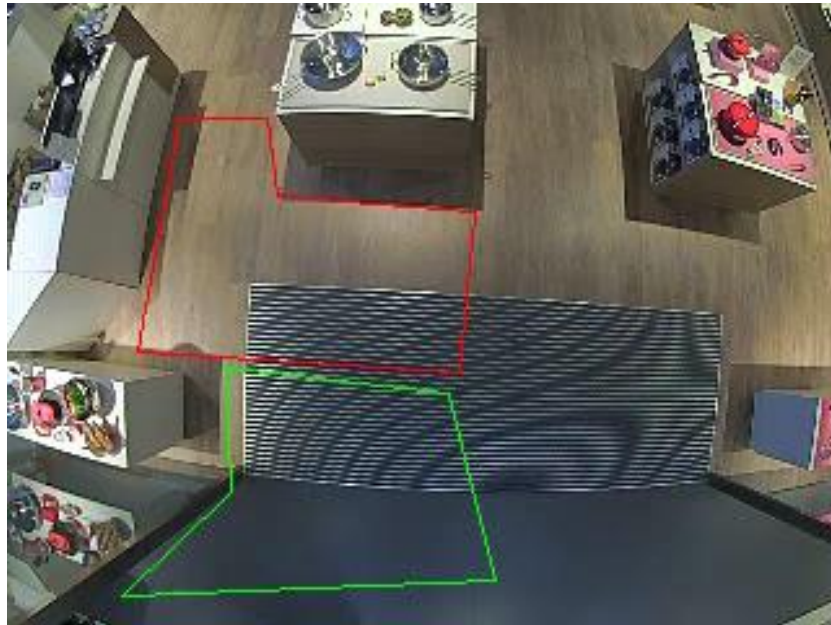
- ◆ Visitor loitering at the entrance
- ◆ Baby cart
- ◆ Multiple noise spot: shadow, noise of the swinging door

## Suggestion

- ◆ Change the camera from UCAM 2D to UCAM 3D
- ◆ Adjust the install position of the camera, (camera install position should without the door)



# UShop+ Store BI Solution – Step 3 – Camera Installation



2019/03/07

14:22:39

0(1:2 0:4)



## Background

- ◆ UCAM 2D
- ◆ Open entrance without door

## Problem

- ◆ Visitor loitering at the entrance
- ◆ Counting zone did not fully cover the entrance

## Suggestion

- ◆ Adjust the install position of the camera (camera view should without the door)
- ◆ Improve the counting zone setting (refer to the picture on the left)

# UShop+ Store BI Solution – Step 3 – Camera Installation



2019/02/27

09:11:57

0(1:9 0:10)

## Background

- ◆ UCAM 2D
- ◆ Push door

## Problem

- ◆ Strong sunlight with shadows
- ◆ Noise of the push door

## Suggestion

- ◆ Change camera from UCAM 2D to UCAM 3D
- ◆ Adjust the install position of the camera (camera view should avoid the door)

# UShop+ Store BI Solution – Step 3 – Camera Installation



2019/04/22

11:29:52

0(1:0 0:0)

## Background

- ◆ UCAM 2D
- ◆ Sliding door

## Problem

- ◆ The camera install position is incorrect
- ◆ Multiple noise spot: shadow, reflection light

## Suggestion

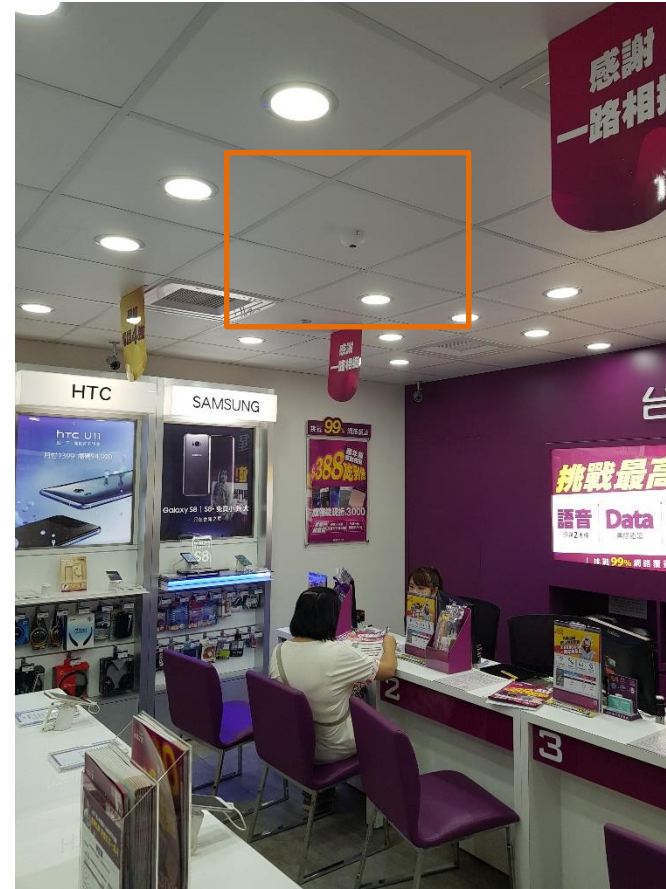
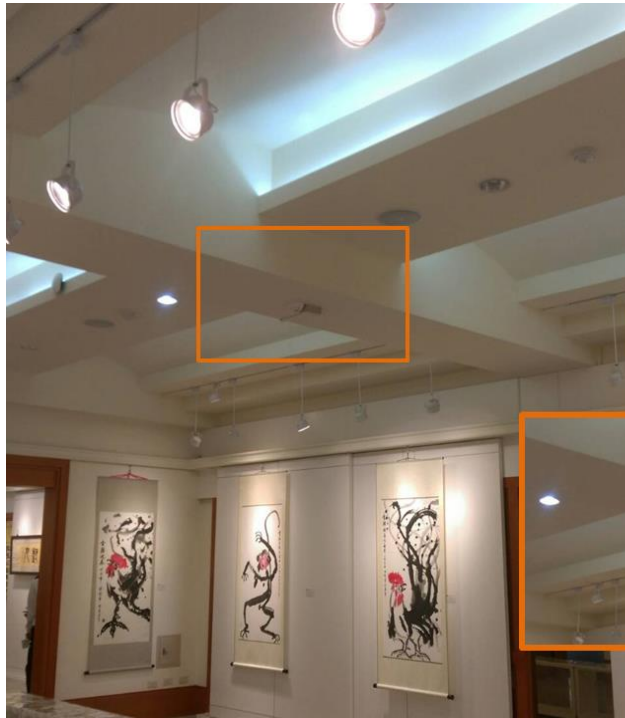
- ◆ Change camera from UCAM 2D to UCAM 3D
- ◆ Adjust the install position of the camera



# UShop+ Store BI Solution – Step 3 – Camera Installation

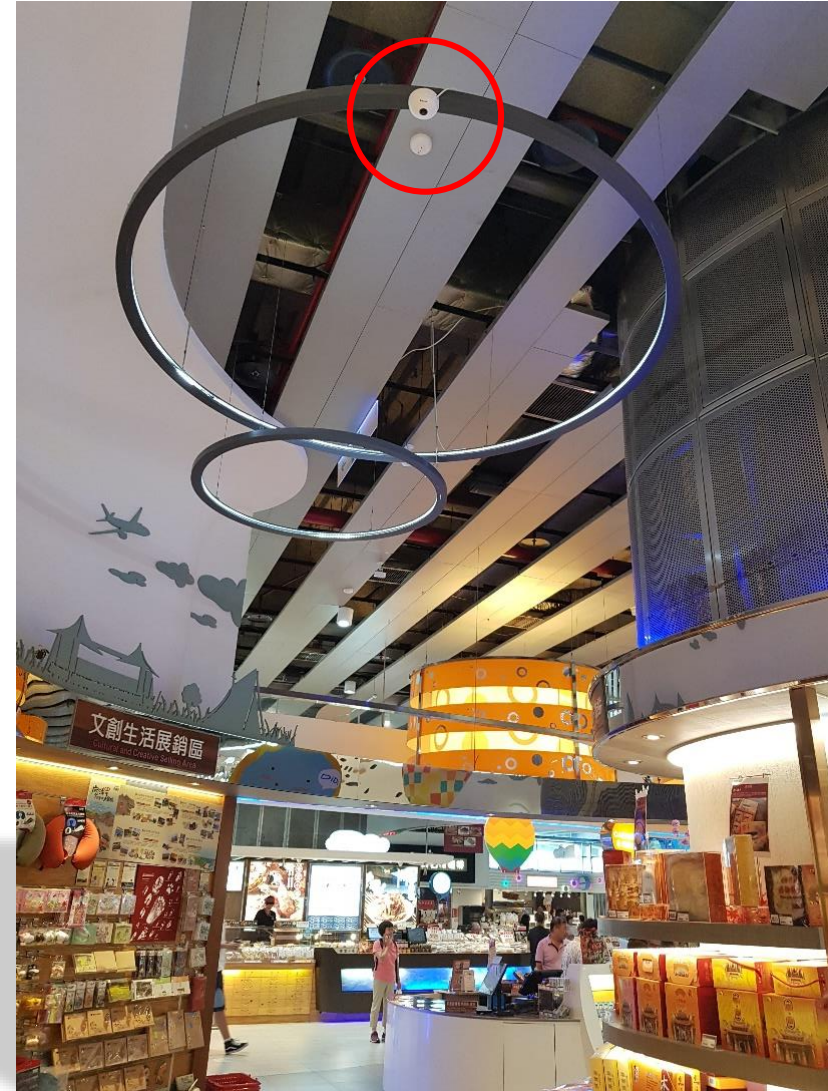
## Fisheye Installation Guide

Camera view & field site view





# UShop+ Store BI Solution – Step 3 – Camera Installation





# UShop+ Store BI Solution – Implementation Flow



# UShop+ Store BI Solution – Step 4 – UCAM Setup

**Before start to set up the UCAM, please make sure following items:**

1. Company Account
2. Store ID
3. License: Device ID(device registration license) and cloud service license

**UCAM  
Firmware  
Confirmation**

- ◆ The latest firmware version will upload on [support.ushop-plus.com](http://support.ushop-plus.com)

**Network  
Configuration**

- ◆ Device Static IP
- ◆ Subnet Mask
- ◆ Default Gateway
- ◆ DNS Server IP

**Service  
Configuration**

- ◆ Server time setting
- ◆ Report server setting

**Device  
Configuration**

- ◆ Store ID
- ◆ Device ID(device registration license)

**UCAM  
Registered**

- ◆ Check UCAM successful upload time

# UShop+ Store BI Solution – Step 4 – Heatmap Setup

**Before start to set up the Store heatmap, please make sure following items:**

1. Company Account
2. Store ID
3. License: Device registration license and cloud service license

## Fisheye IP Cam Configuration

- ◆ Device Static IP
- ◆ Subnet Mask
- ◆ Default Gateway
- ◆ DNS Server IP
- ◆ Time Sync Setting

## EIS Software Version Confirmation

- ◆ The latest software version will upload on support.ushop-plus.com

## EIS Network Configuration

- ◆ Device Static IP
- ◆ Subnet Mask
- ◆ Default Gateway
- ◆ DNS Server IP

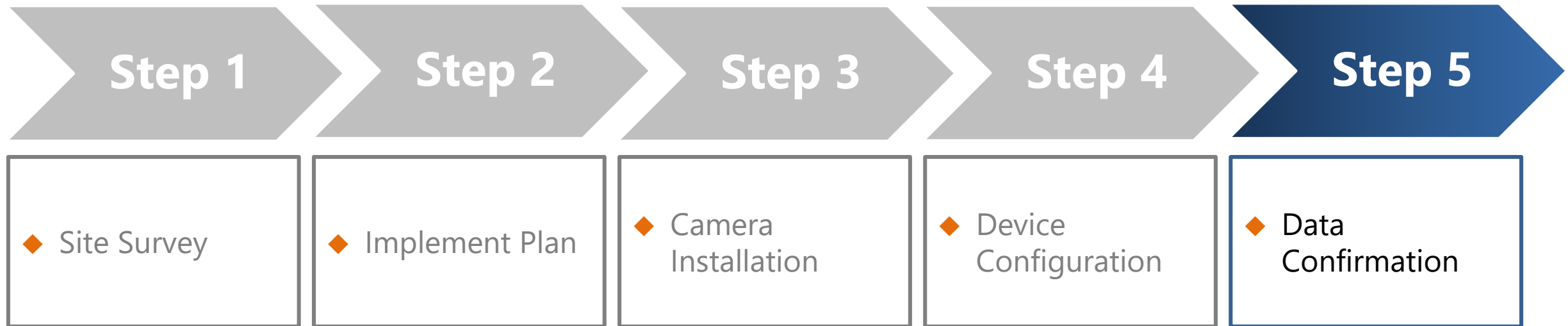
## EIS Registered

- ◆ Store ID
- ◆ Device registration license
- ◆ Check EIS status

## EIS Sensor Configuration

- ◆ Camera setting
- ◆ Sensor setting

# UShop+ Store BI Solution – Implementation Flow



# UShop+ Store BI Solution – Step 5 – Data Confirmation

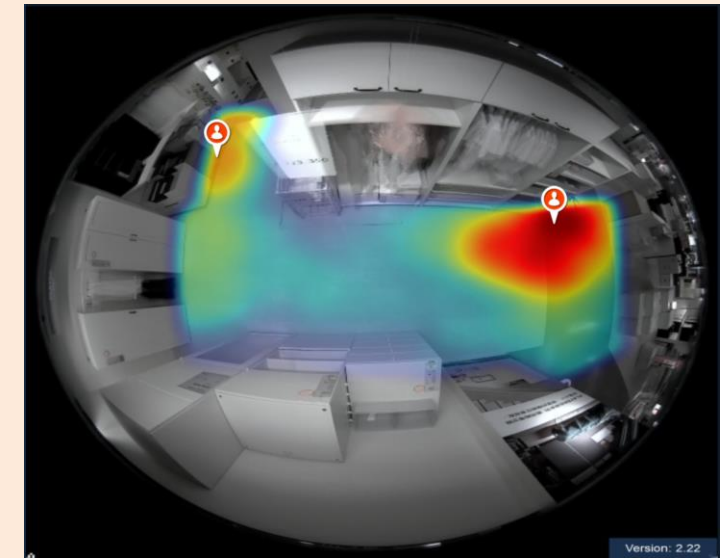
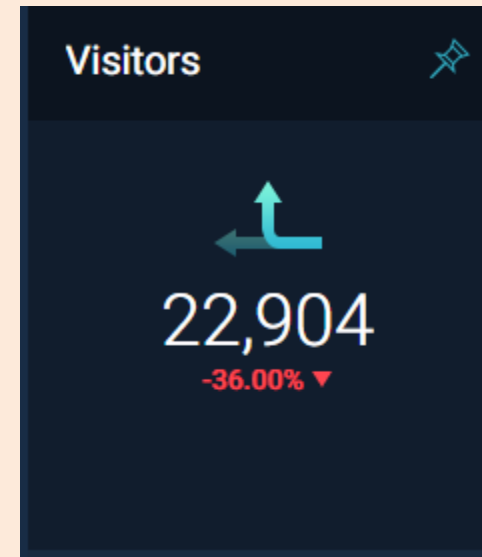
## UShop+ Portal

### Device Status

Store Name	Device ID	Device Name	Device Type	Device Status	Device Ip Addr	Active
AAU	IVAGW_00_0B_AB_D1_78_E9_180314	UShop EIS	UShop EIS-Std	Offline	192.168.2.34	2018-0
Advantech Thailand	IVAGW_00_0B_AB_BB_00_A5_180520	UShop EIS	UShop EIS-Lite	Offline	172.21.108.154	2018-0
HK 313	_aZVezBDDk@Y	313	UCam	Registered	192.168.114.10	
Ivytest	ebLFT@O46yWD	iNode2_TW	iNode+	Registered	0.0.0.0	
Linko Campus	RoWfod7D9BCK	Wifi:01	iNode+	Online	0.0.0.0	2017-
Linko Campus	IVAGW_00_0B_AB_A4_AC_B6_170919	UShop EIS	UShop EIS-Std	Abnormal	172.22.71.33	2017-0
Store see see	IVGuDuuhtb6x	iNode2_SH	iNode+	Registered	0.0.0.0	
TesT123	IVAGW_00_19_0F_2D_82_71_180626	UShop EIS	UShop EIS-Std	Registered	0.0.0.0	
TesT123	BaJm0W7Pfvmo	DeviceName	UCam	Offline	192.168.1.8	2018-0
三興德店	gA11UjFPdCDf	h1	UCam	Offline	0.0.0.0	2017-0

## UShop+ Portal

### Data Status



◆ Contact with UShop service contact window



# UShop+ Store BI Solution Portal Manual Flow

Q1, 2019



# UShop+ Store BI Portal – Login

Enter the URL "http://portals.ushop-plus.com" on browser, and sign in UShop+ platform.

Account (Email Address)

Password [Forgot](#)

English

Remember my account

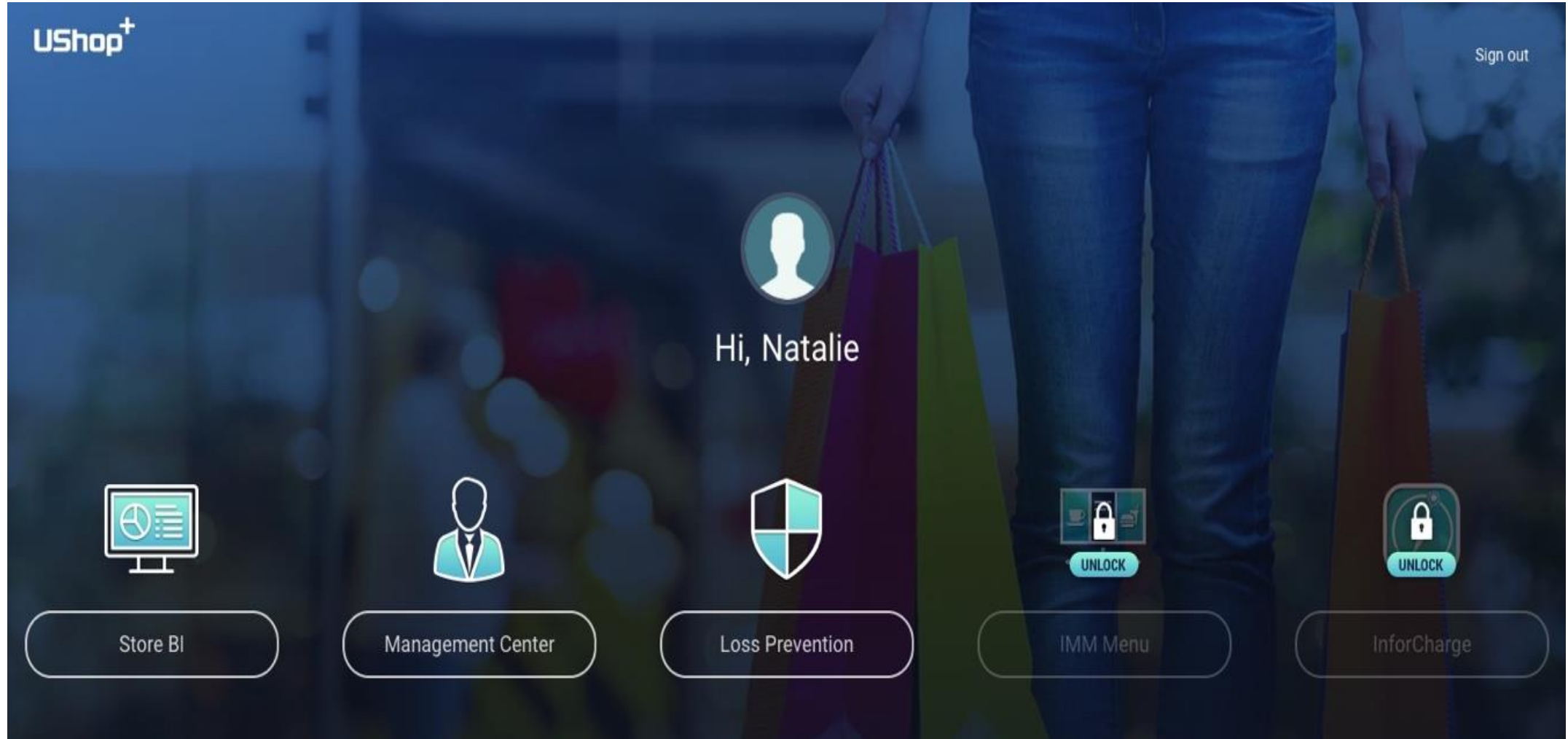
SIGN IN

**Note:**

Password must have at least 6 to 12 characters and a mix of English letters and numbers.

# UShop+ Store BI Portal – Display and Lock Functional Modules

The functional modules will be released or locked in accordance with the authorizations.



# UShop+ Store BI Portal – Management Center

➤ Change company account

The screenshot displays the UShop+ Management Center interface. The top navigation bar includes the UShop+ logo, a hamburger menu, the title "Management Center", and a user profile dropdown for "First Administrator". The left sidebar contains navigation links for "Account Information", "User Management", "Store Management", and "Tag Management". The main content area shows "Account Information" with details: Account ID: SKYRTFUoVocD, Account Name: Arrow Training, and Administrator: First Administrator. Below this, there are statistics for "Total Devices" and "Activated Devices", a "Show 10 entries" dropdown, and a search bar. A table header is visible with columns: Store Name, Device ID, Device Name, Device Type, Device Status, and Device Ip Address. The table content is empty, displaying "No result found". A dropdown menu is open on the right, titled "Select Account", listing various Advantech accounts: Advantech, Advantech Singapore, Advantech USA, Advantech China, Advantech ADLOG, and Advantech Europe. At the bottom right, there are navigation arrows.

# UShop+ Store BI Portal – User Management

➤ Fuzzy query

Management Center Natalie

## User Management Add User

Show **10** entries Search

- ✓ 10
- 25
- 50
- 100

Account	Name	Department	Authority	User Information	Delete
natalie05@gmail.com	Natalie		Setting	Modify	Delete

Account Name Department Authority User Information Delete

Showing 1 to 1 of 1 entries << 1 >>



# UShop+ Store BI Portal – User Management

## ➤ User authority

### Account Admin

- ◆ Store Management: Add/ Modify
- ◆ User Management: Add/ Delete/Modify
- ◆ Dashboard Management: Add/ Delete/Modify

### Manager

- ◆ User Management: Add/ Delete/Modify
- ◆ Dashboard Management: Add/ Delete/Modify

### User

- ◆ Dashboard Management: Add/ Delete/Modify

## Add User

Role \*

Acc\_Admin

Account (Email Address) ( Login account ) \*

Account (Email Address)

Name \*

Name

Department

Department

Title

Title

Telephone

Telephone

Mobile

Mobile

Description

Description

Submit Cancel

# UShop+ Store BI Portal – Store Management

The screenshot displays the 'Management Center' for 'UShop+'. The main section is 'Store Management', which includes a search bar and a table of store entries. The table has columns for Status, Zone 1, Zone 2, Store Name, Store Tag, Description, Store Data Input, Modify, and Delete. The entries are as follows:

Status	Zone 1	Zone 2	Store Name	Store Tag	Description	Store Data Input	Modify	Delete
Offline	Australia	Sydney	Sydney		Ushop expo	Store Data Input	Modify	Delete
Offline	Australia	Melbourne	Melbourne		Ushop expo	Store Data Input	Modify	Delete
Offline	Ehsan	Selangor Darul	AMY		AMY	Store Data Input	Modify	Delete
Offline	Indonesia	Indonesia	Pacific Place ShowRoom	★	AID Pacific place	Store Data Input	Modify	Delete
Registered	Karnataka	Bengaluru	Intel India		Intel India	Store Data Input	Modify	Delete
Offline	LATAM	LATAM	LATAM		1234567890	Store Data Input	Modify	Delete
Offline	ncr	makati	██████████		suctech	Store Data Input	Modify	Delete
Registered	Sandton	Bryanston	██████████		Rectron Summit	Store Data Input	Modify	Delete
Offline	Spain	Barcelona	██████████		SC 直上POC	Store Data Input	Modify	Delete
Activated	Taoyuan	Guishan	Linkou Campus	★	123	Store Data Input	Modify	Delete

Showing 1 to 10 of 28 entries

Navigation: << 1 2 3 >>

# UShop+ Store BI Portal – Store Management

**Add Store** (Close)

Country \*  
Country

Time zone  
+8

Zone 1 \*  
Zone 1

Zone 2 \*  
Zone 2

Store Name \*  
Store Name

System Tag  
 北區  
 中區  
 南區  
 1

User Tag  
 A

Weather Location \*  
Weather Location

Address \*  
Address

Telephone \*  
Telephone

Description \*  
Description

Submit Cancel

Time Zone Setting

Tag Management  
Data from tag management

**Required Item**  
please enter correct and eligible location information

# UShop+ Store BI Portal – Store Management

Management Center Ivy\_Huang

Store Management Add Wi-Fi Sniffer Add Store

Show 10 entries Search

Status	Zone 1	Zone 2	Store Name	Store Tag	Description	Store Data Input	Modify
Offline	Australia	Sydney	Sydney		Ushop expo	Store Data Input	Modify
Offline	Australia	Melbourne	Melbourne		Ushop expo	Store Data Input	Modify
Offline	Ehsan	Selangor Darul	AMY		AMY	Store Data Input	Modify
Offline	Indonesia	Indonesia	Pacific Place ShowRoom	★	AID Pacific place	Store Data Input	Modify
Registered	Karnataka	Bengaluru	Intel India		Intel India	Store Data Input	Modify
Offline	LATAM	LATAM	LATAM		1234567890	Store Data Input	Modify
Offline	ncr	makati	████████		suctech	Store Data Input	Modify
Registered	Sandton	Bryanston	████████		Rectron Summit	Store Data Input	Modify
Offline	Spain	Barcelona	████████		SC 直上POC	Store Data Input	Modify
Activated	Taoyuan	Guishan	Linkou Campus	★	123	Store Data Input	Modify

## Store Information

**Store ID**  
For device registration

Store ID	4i8a39y8m2bf
Country	Taiwan
Zone 1	New Taipei City
Zone 2	Linkou
Store Name	Linko Campus
System Tag	★
User Tag	
Weather Location	Linkou, Linkou District, New Taipei City Taiwan
Address	Advantech Linkou
Telephone	123
Description	123

Confirm

# UShop+ Store BI Portal – Store Management

**UShop+** Management Center IvyHuang

Store Management Add Wi-Fi Sniffer Add Store

Show 10 entries Search

Status Zone 1 Zone 2 Store Name Store Tag Description Store Data Input Modify Delete

Device Name	Device Status	Device Ip Addr	Device Type	Counting Type
3d3d	Offline	172.22.20.65	UCam	<input checked="" type="checkbox"/> OutDoor
UCAM_LINKO	Activated	172.22.20.160	UCam	<input type="checkbox"/> OutDoor
UCAM_LINKO	Activated	172.22.20.160	UCam	<input checked="" type="checkbox"/> OutDoor
UCAM_LINKO	Activated	172.22.20.160	UCam	<input type="checkbox"/> OutDoor
UCAM_LINKO	Activated	172.22.20.160	UCam	<input type="checkbox"/> OutDoor
UCAM_LINKO	Activated	172.22.20.160	UCam	<input type="checkbox"/> OutDoor
UCAM_LINKO	Activated	172.22.20.160	UCam	<input type="checkbox"/> OutDoor
UShop EIS	Offline	172.22.20.71	UShop EIS-Std	
UCAM_LINKO	Activated	172.22.20.160	UCam	<input type="checkbox"/> OutDoor

Abnormal 台北 台北 Android 123 Store Data Input Modify Delete

## Quick Outdoor Setting

After set up UCAM counting type, the overview and dashboard will automatically change the data to outdoor.



# UShop+ Store BI Portal – Store Management

Store Management Add Wi-Fi Sniffer Add Store

Show **10** entries Search

Status	Zone 1	Zone 2	Store Name	Store Tag	Description	Store Data Input	Modify	Delete
	Australia	Sydney	Sydney		Ushop expo	<b>Store Data Input</b>	Modify	Delete
	Australia	Melbourne	Melbourne		Ushop expo	Store Data Input	Modify	Delete
	Ehsan	Selangor Darul	AMY		AMY	Store Data Input	Modify	Delete
	Indonesia	Indonesia	Pacific Place ShowRoom		AID Pacific place	Store Data Input	Modify	Delete

Store Data Input

POS Data | **Scheduling** | Rental

Date: Today | 2018/01/09 | Get Data

POS Total Amount \*

Transactions \*

Products Number \*

Submit Cancel

Store Data Input

POS Data | **Scheduling** | Rental | Arrow1

Date: Month | 2018/03/20 | Get Data Add Rule

Date	Rule	Setting	Delete

Confirm

Store Data Input

POS Data | Scheduling | **Rental** | Arrow1

Date: 2018/03 | Get Data

Store Area \*

Store Rent \*  Get Data

Data Period	Store Area	Store Rent	Delete

Submit Cancel

# UShop+ Store BI Portal – Tag Management

The screenshot displays the UShop+ Management Center interface. On the left is a navigation menu with options: Account Information, User Management, Store Management, and Tag Management. The main content area is divided into two sections: System Tag and User Tag. The System Tag section shows a table with three entries: Franchiser (blue star), Flagship (green star), and ShopinShop (red star). Each entry has 'Modify' and 'Delete' buttons. The User Tag section shows a single entry 'A' with a red tag icon, also with 'Modify' and 'Delete' buttons. Both sections have an 'Add' button in the top right corner. Red dashed arrows point from the bottom of each section to its respective description box below.

## System Tag:

1. Everyone can view the system tags.
2. Only administrator can add/modify/delete system tag.
3. Allows maximum 10 system tags

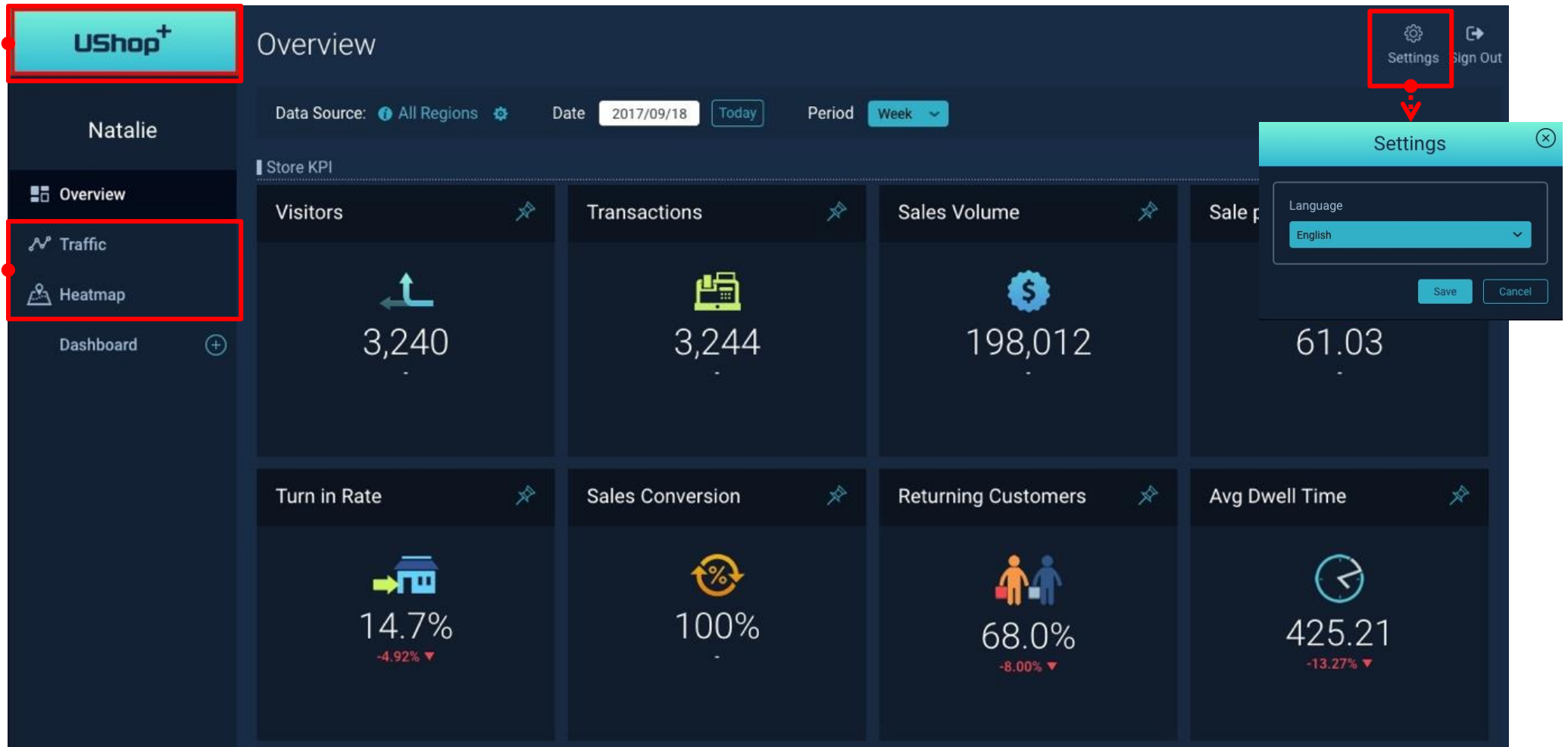
## User Tag:

1. Only tag creator can view/add/modify/delete user tag.
2. Allows maximum 10 tags

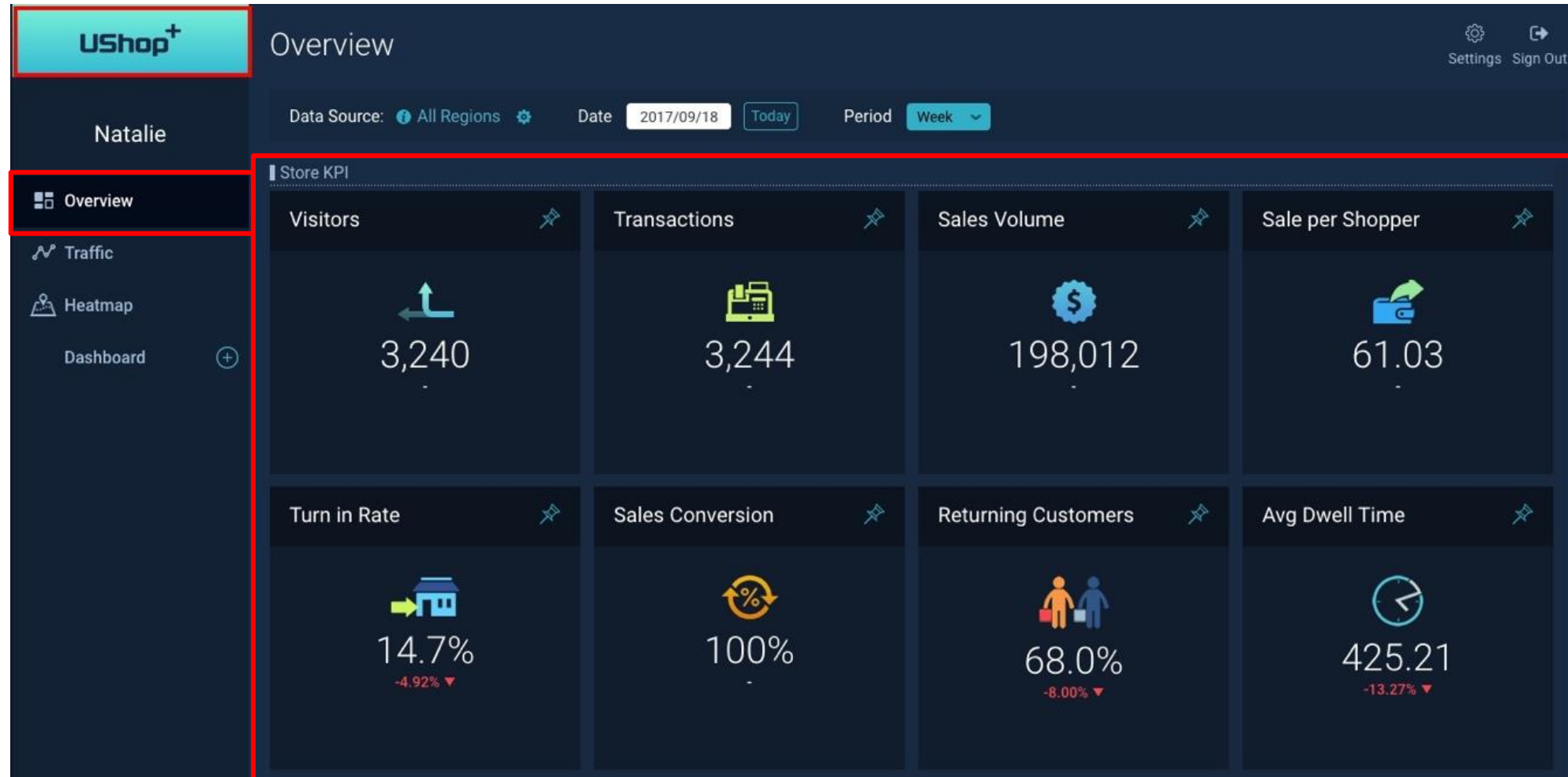
# UShop+ Store BI Portal – Store BI Introduction

Switch among Functional Modules

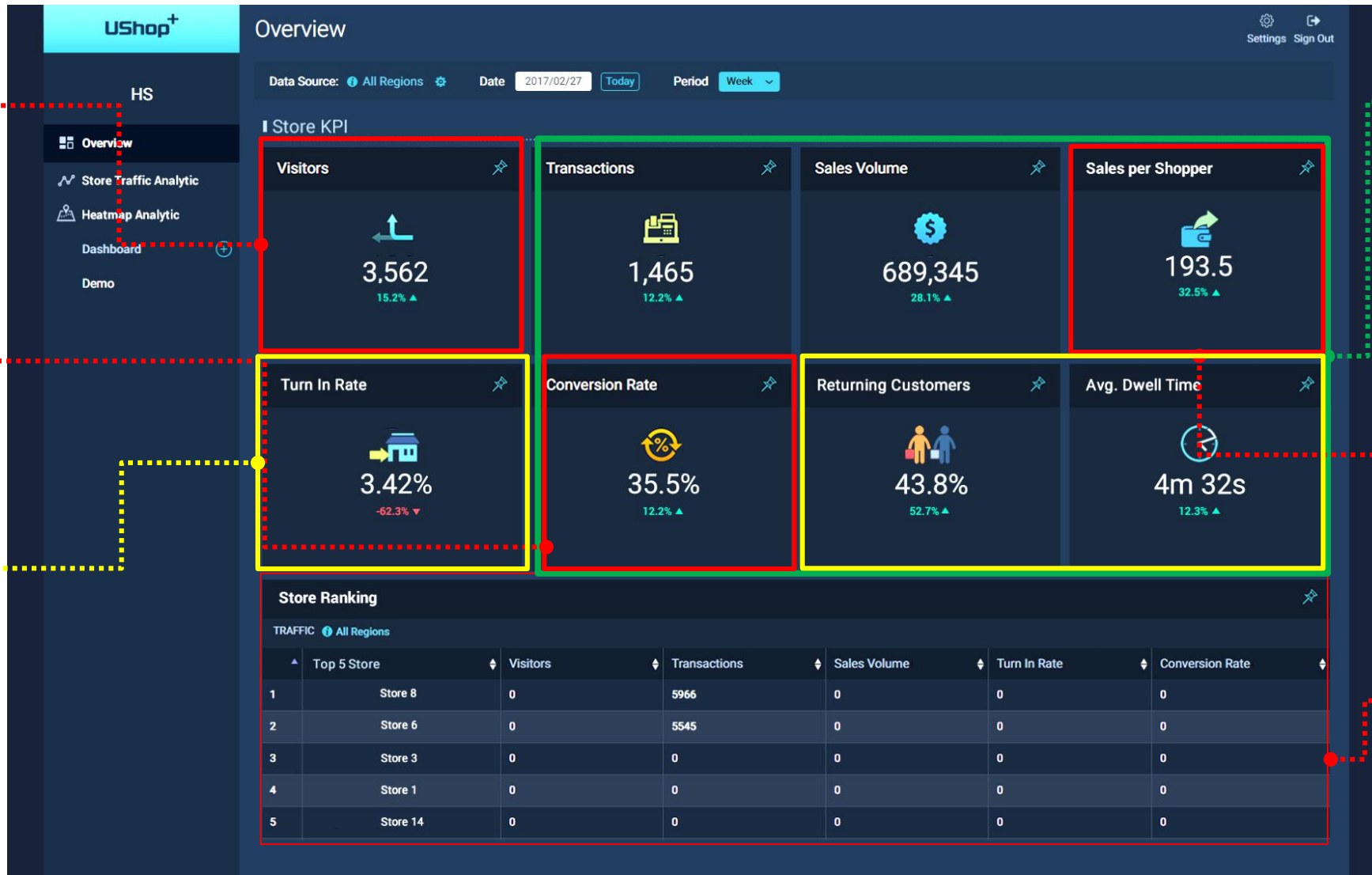
Analytics Functions



# UShop+ Store BI Portal – Store BI Overview



# UShop+ Store BI Portal – Store BI Overview



Visitors

Visitors data from camera video analysis

Conversion Rate

Transactions/Visitors

Shopper Profile

POS Data Integration

Integrate POS data thru API or store management on UShop+ portal

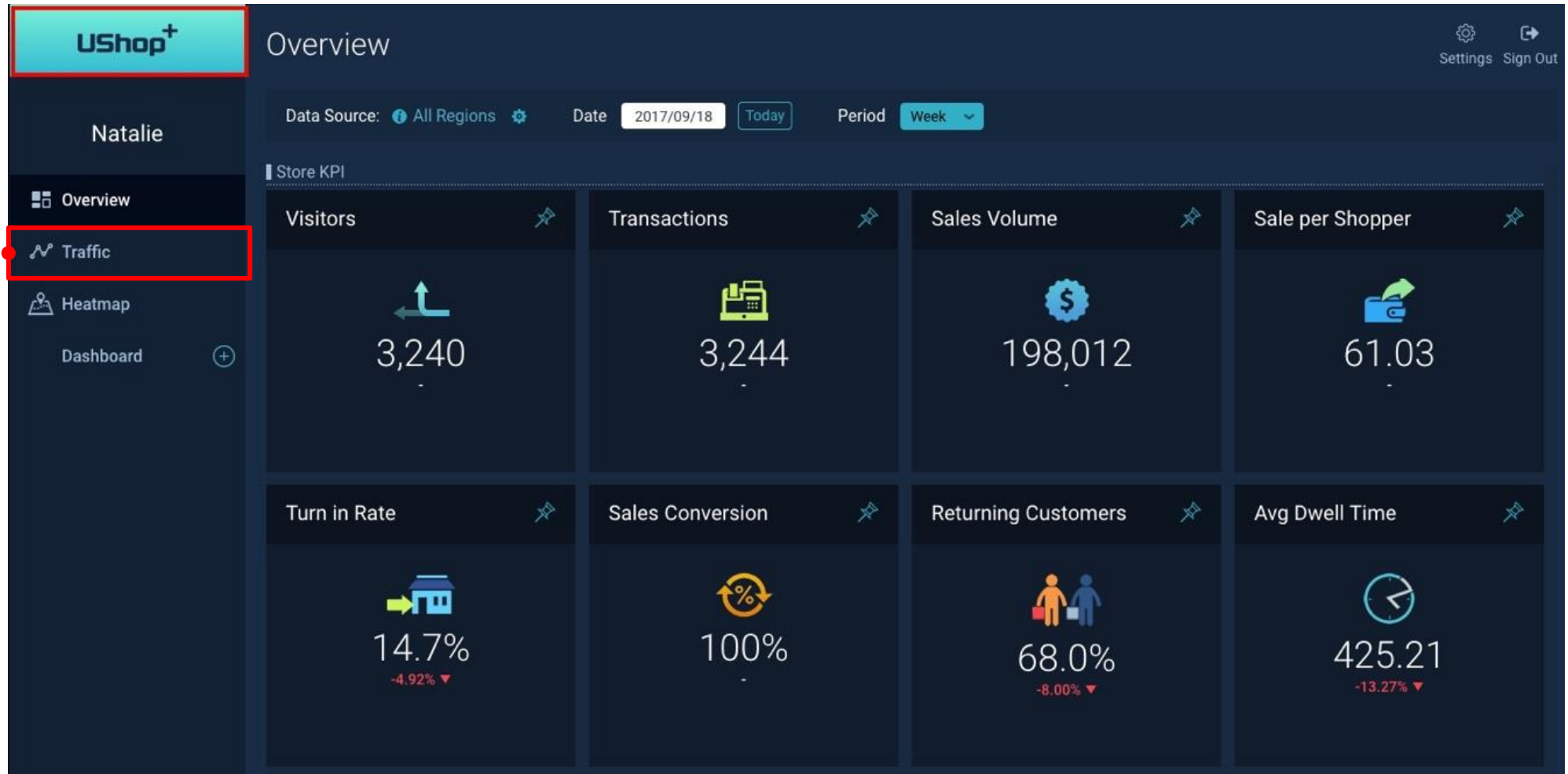
Sales per Shoppers

Sales volume/ Transactions

Store Ranking



# UShop+ Store BI Portal – Store BI Traffic Analytics



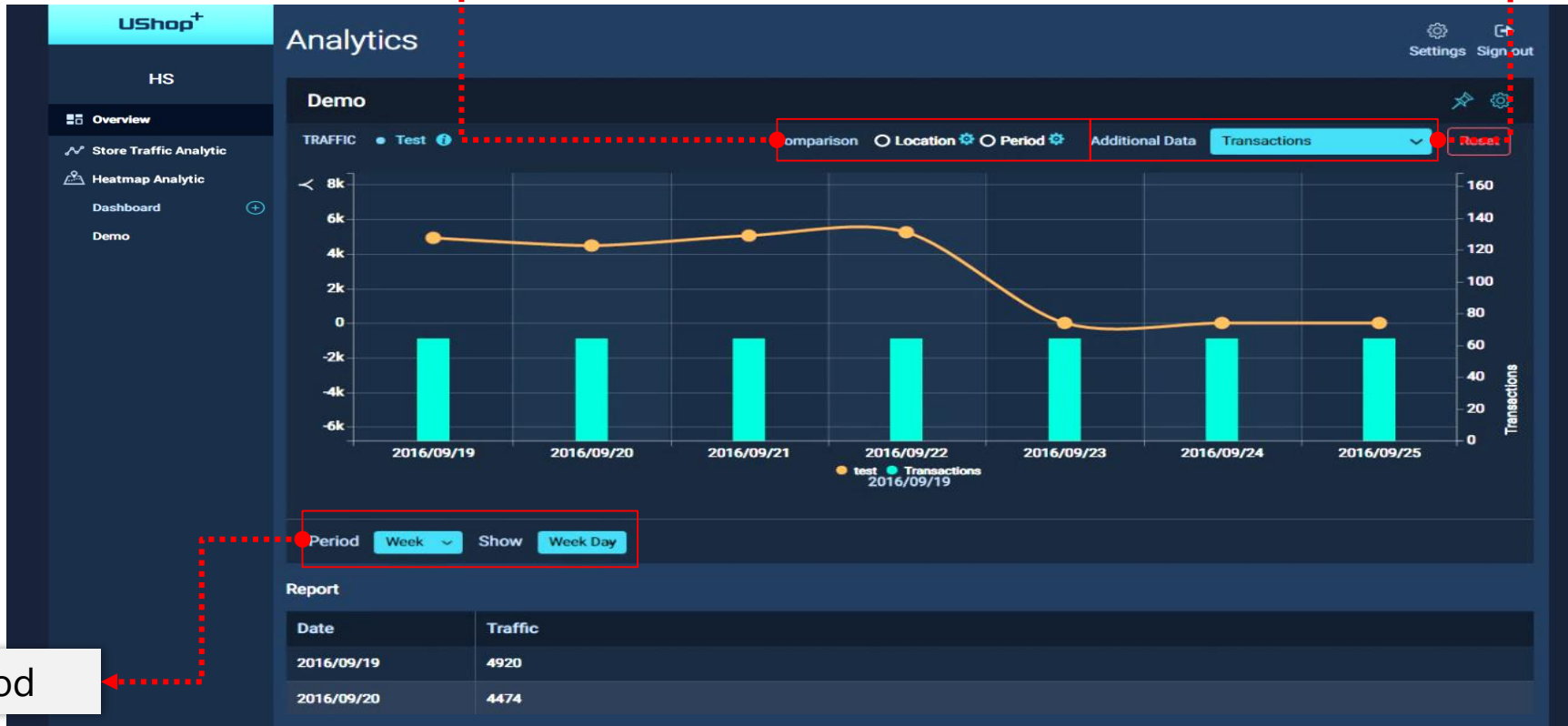
# UShop+ Store BI Portal – Store BI Traffic Analytics

Store/date Selection

Select the store/date for comparison

Data Selection

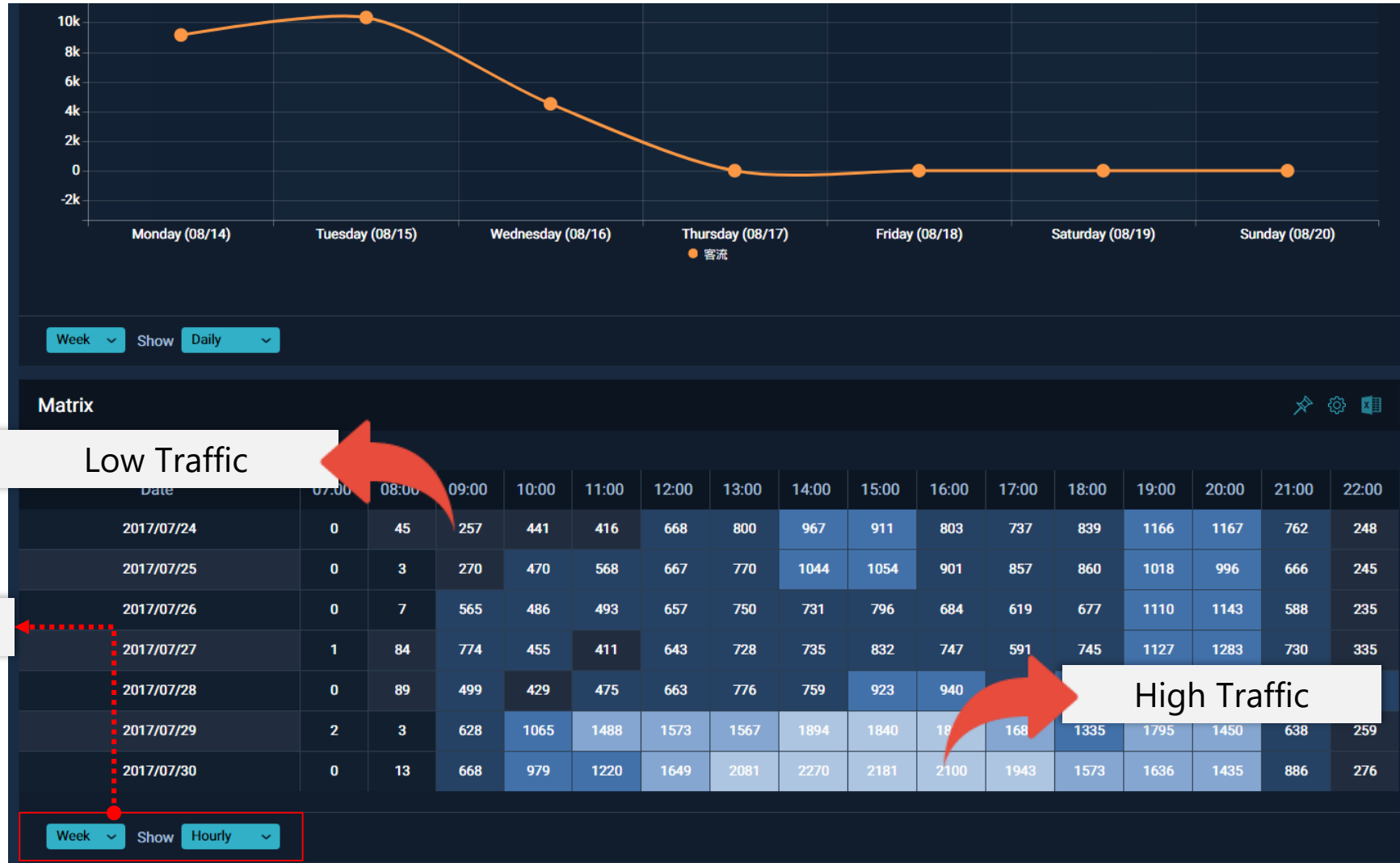
Choose the additional data for comparison



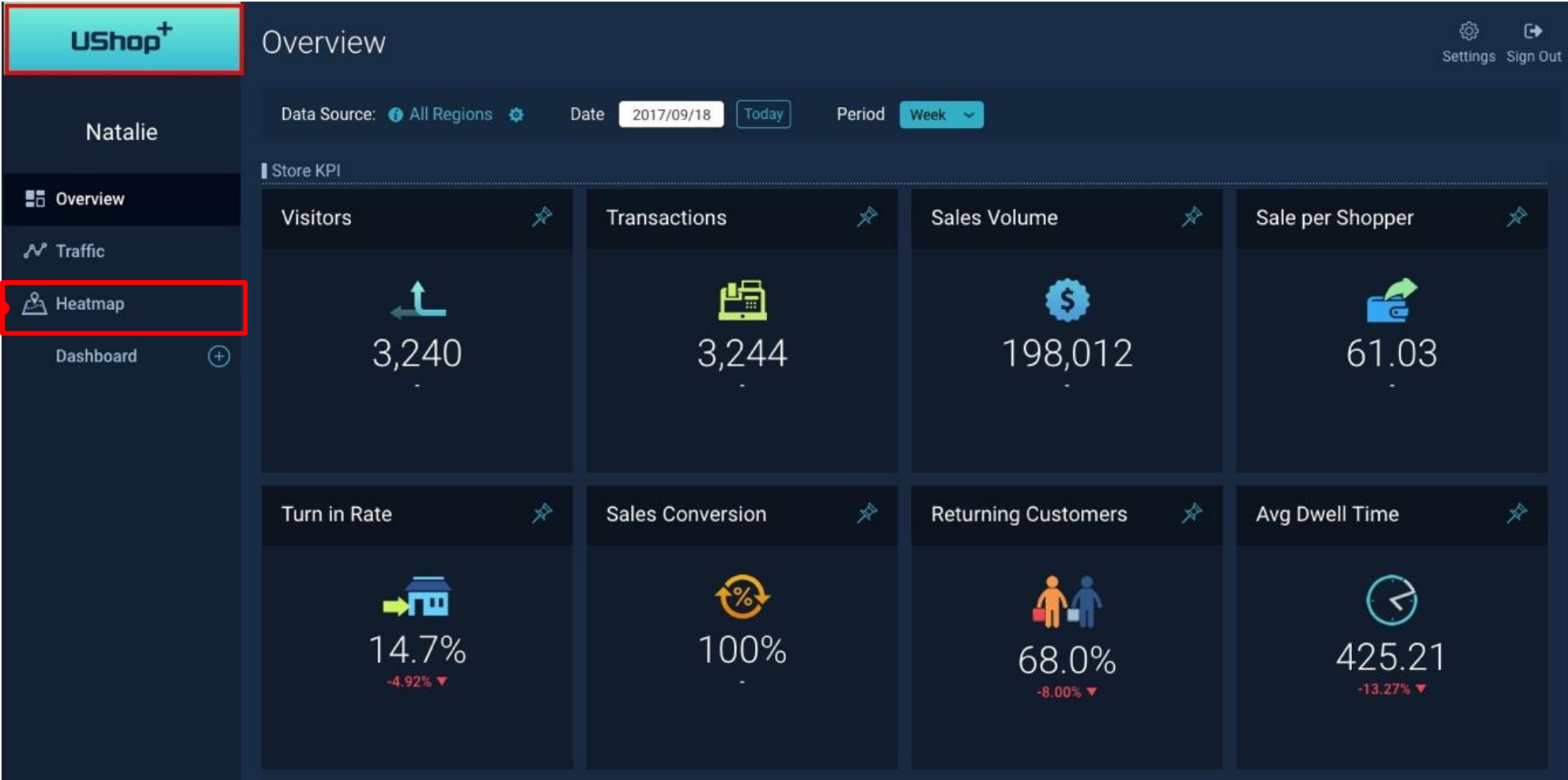
Analysis Period

Quick switch for data period

# UShop+ Store BI Portal – Store BI Traffic Analytics

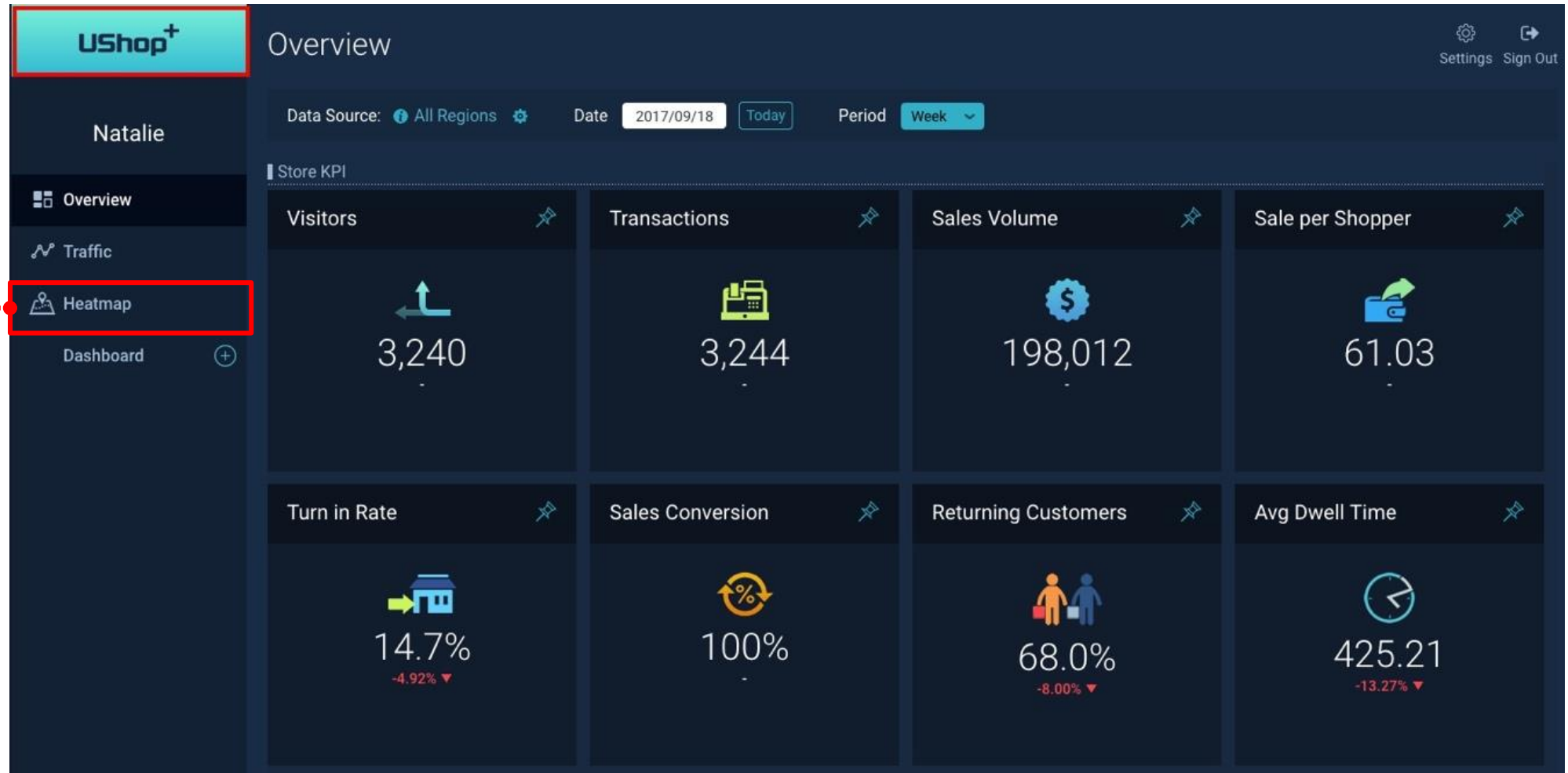


# UShop+ Store BI Portal – Store BI Traffic Analytics



Analytics Functions

# UShop+ Store BI Portal – Store BI Heatmap Analytics





# UShop+ Store BI Portal – Store BI Heatmap Analytics

The screenshot displays the UShop+ Store BI Portal interface. On the left is a navigation sidebar with the UShop+ logo, user name 'Ivy\_Huang', and menu items: Overview, Traffic, Heatmap (highlighted), Dashboard (+), Linkuo, Test2, and test. The main content area is titled 'Heatmap' and shows a breadcrumb path: Heatmap > Linko Campus > linco cafe. The date is set to 2018/09/06. Below the breadcrumb, there are two sections: 'AAU' with a single heatmap thumbnail labeled 'Heatmap', and 'Linko Campus' with two thumbnails: 'linco cafe' (highlighted with a red border) and 'demo room'. A red dashed arrow points from the 'linco cafe' thumbnail to a large, detailed heatmap of the cafe's interior. This heatmap shows a color gradient from blue (low activity) to red (high activity), with a prominent red area in the lower-left quadrant. Three red location pins are overlaid on the heatmap. At the bottom of the heatmap, there are controls for 'Period' (Week), 'Show' (Thur.), and a 'Settings' button. The version number 'Version: 2.22' is visible in the bottom right corner of the heatmap area.

# UShop+ Store BI Portal – Store BI Heatmap Analytics

The screenshot displays the UShop+ Store BI Portal interface. The main header shows the user 'Ivy\_Huang' and the store 'linco cafe'. The date is set to '2018/09/06'. The left sidebar contains navigation options: Overview, Traffic, Heatmap, Dashboard, Linkuo, Test2, and test. The main content area shows a heatmap of the store layout. A modal window titled 'Edit Favorite Zone' is open, allowing the user to edit zone details. The modal includes fields for 'Favorite Zone ID#' (set to #3) and 'Favorite Zone Title' (set to Zone3). There is a section for 'Products in Zone' which is currently empty. A central heatmap visualization shows the store layout with a color scale from blue (low traffic) to red (high traffic). A 'Favorite Zone List' on the right shows three zones: #1 Zone1, #2 Zone2, and #3 Zone3. Below the heatmap, there are dropdown menus for 'Period' (set to Week) and 'Show' (set to Thur.), along with a 'Delete Selected Zone' button. The modal also has 'OK' and 'Cancel' buttons. The background interface shows a 'Version: 2.22' label and 'Settings' and 'Sign Out' options in the top right corner.

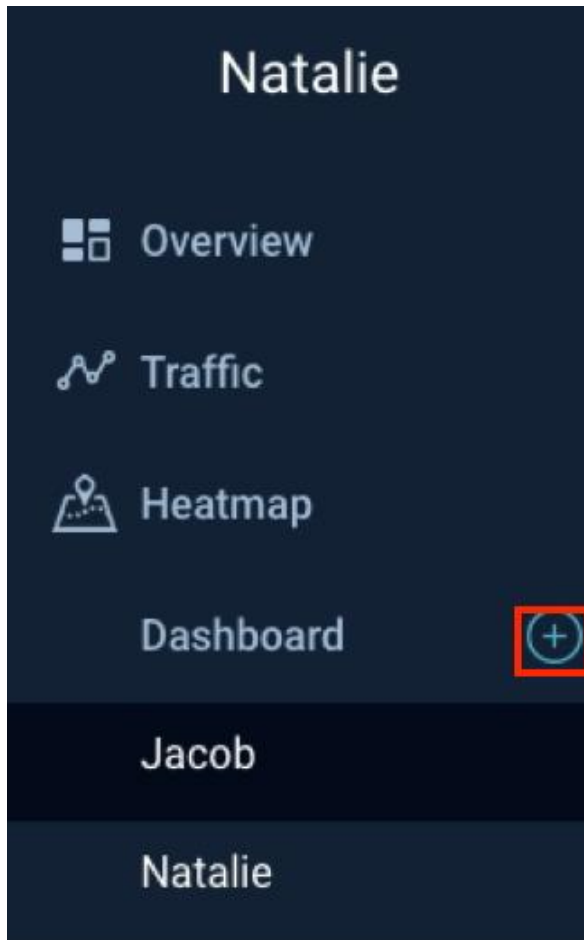
# UShop+ Store BI Portal – Store BI Heatmap Analytics



# UShop+ Store BI Portal – Store BI Heatmap Analytics



# UShop+ Store BI Portal – Store BI Dashboard



## User-defined dashboard

- User-defined dashboard name
- Add customized items up to 15 dashboards
- Adjust the priority by drag and drop the dashboard to the specific order
- Set customized page as default page
- Copy the dashboard to team members

UShop+

1 Add New Widget

Ivy\_Huang

111

TRAFFIC 門店組合 2019/02/13

Date	Mon	Tue	Wed	Thur	Fri	Sat	Sun
Week#1(01/28-02/03)					566	60	72
Week#2(02/04-02/10)					54	35	72
Week#3(02/11-02/17)					0	0	0
Week#4(02/18-02/24)					0	0	0
Week#5(02/25-03/03)					0	0	0

Dashboard Settings

Dashboard Name

Test

Set to Default Page

Delete Copy Save Cancel

Month Show Daily lowest highest

1

TRAFFIC Linko C... 2019/02/13

Date Linko Campus (Traffic)

Set to Default Page

Copy

Select users that you want to copy this dashboard.

Edward Roberto

Allen

Vivian Fang

Joshua

Done Cancel



# UShop+ Store BI Portal – Store BI Dashboard



# UShop+ Store BI Solution UCAM Set-up Flow

Q1, 2019



# UShop+ Store BI Solution – UCAM Setup

**Before start to set up the UCAM, please make sure following items:**

1. Company Account
2. Store ID
3. License: Device ID(device registration license) and cloud service license

**UCAM  
Firmware  
Confirmation**

- ◆ The latest firmware version will upload on [support.ushop-plus.com](http://support.ushop-plus.com)

**Network  
Configuration**

- ◆ Device Static IP
- ◆ Subnet Mask
- ◆ Default Gateway
- ◆ DNS Server IP

**Service  
Configuration**

- ◆ Server time setting
- ◆ Report server setting

**Device  
Configuration**

- ◆ Store ID
- ◆ Device ID(device registration license)

**UCAM  
Registered**

- ◆ Check UCAM successful upload time

# UShop+ Store BI Solution – Reaching UCAM

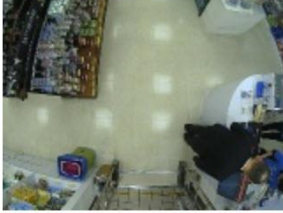
- ◆ Use DHCP IP by default
- ◆ Need to have DHCP Server allocating IP to find UCAM

2019/03/27 15:10 Version: 1.7.1A/1.7.0.1/1.3.3 [English](#) [中文](#) [Log Out](#)

**UCAM-120**


- Device Config
- Network Config
- Service Config
- Camera Config**
- Customer Flow Statistics
- Heat Map
- Advanced Options

### Real Time Image



[Capture Image to Adjust Parameters](#)

### Screenshot



Center Location: X: 80 Y: 60 [Adjust](#) [Reset](#)

Device Height: 280 CM [Adjust](#)

Count Once:  [Save](#)

Video Type: Verified Video

Video Recording:  [Quick Recording](#)

Start Time: 2019/03/27 下午 03:09 [Start Recording](#)

End Time: 2019/03/27 下午 03:09 [Clear Videos](#)

Download address: <http://172.18.41.211:80/listVideo>

# UShop+ Store BI Solution – Reaching UCAM

- ◆ Search and click via UShop tool
- ◆ Download from <http://support.ushop-plus.com>

UShop Tool

UCAM Finder Network Check License Check

Ethernet Card List: 172.16.8.107 Beginning: 172 . 16 . 8 . 0 End Address: 172 . 16 . 8 . 255 Search

No.	IP Address	MAC Address	F/W Version
1	172.16.8.111	1e:25:f2:7e:44:b4	1.6.9.10A_1.6.8.9_1.3.2
2	172.16.8.51	d2:7a:19:dd:35:05	1.6.9.10A_1.6.8.9_1.3.2

Language: English

**Note:** Make sure searching device with UShop tool and UCAM are under same network class



# UShop+ Store BI Solution – Confirm Firmware Version

- ◆ Make sure the version is the latest
- ◆ **CAN NOT** downgrade the firmware version

UCAM firmware version:

DATE	UCAM 2D	UCAM 3D
2019/01	1.7.1A	0.2.1.15A

The screenshot shows the UCAM-120 web interface. The top right corner displays the firmware version: "Version: 1.7.1A/1.7.0.1/1.3.3". A red box highlights this version information, and a red arrow points to it from the left. The interface includes a sidebar menu with options like "Device Config", "Network Config", "Service Config", "Camera Config", "Customer Flow Statistics", "Heat Map", and "Advanced Options". The main content area is split into two panels: "Real Time Image" and "Screenshot". The "Screenshot" panel contains configuration options for the camera, including "Center Location" (X: 80, Y: 80), "Device Height" (280 CM), "Count Once" (checked), "Video Type" (Verified Video), "Video Recording" (radio button), "Recording Time" (Quick Recording), "Start Time" (2019/03/27 下午 03:09), and "End Time" (2019/03/27 下午 03:09). There are also buttons for "Adjust", "Reset", "Save", "Start Recording", and "Clear Videos". A download address is shown at the bottom: "http://172.18.41.211:80/list/Video".

# UShop+ Store BI Solution – Network Config

- ◆ Make sure the network connection can access to the internet
- ◆ Filling Corresponding Information: IP address, subnet mask, gateway and DNS server.

### Network Config

Device IP	<input type="text" value="192.168.8.6"/>	<input type="checkbox"/> DHCP
Subnet Mask	<input type="text" value="255.255.255.0"/>	
Gateway IP	<input type="text" value="192.168.8.1"/>	
DNS Server IP	<input type="text" value="168.95.1.1"/>	
Device MAC	<input type="text" value="fe:fb:4c:a0:d7:be"/>	
Local Web Server Port	<input type="text" value="80"/>	

**Note:** Make sure all information are correct before save

# UShop+ Store BI Solution – Network Config

◆ Click DHCP checkbox

### Network Config

Device IP	<input type="text" value="192.168.8.6"/>	<input checked="" type="checkbox"/> DHCP
Subnet Mask	<input type="text" value="255.255.255.0"/>	
Gateway IP	<input type="text" value="192.168.8.1"/>	
DNS Server IP	<input type="text" value="168.95.1.1"/>	
Device MAC	<input type="text" value="fe:fb:4c:a0:d7:be"/>	
Local Web Server Port	<input type="text" value="80"/>	

# UShop+ Store BI Solution – Service Config

## Time Server Setting

◆ Fill NTP Server Information

### Service Config

Time Server Selection	NTP Server	<input type="button" value="Test Setting"/>
Time Server Address	0.pool.ntp.org	
Time Server Port	123	
Time Zone	8	<input type="checkbox"/> DST

### Alternative Time Server Suggestion:

1. pool.ntp.org
2. pool.ntp.org

Time Server Selection	NTP Server
Time Server Address	0.pool.ntp.org
Time Server Port	123
Time Zone	8

### Message

Connect successfully.

# UShop+ Store BI Solution – Service Config

## Public Cloud Setting

- ◆ Fill Corresponding Information as the table on the right

Service Type	Public Cloud
Primary Report Server Address	hub.ushop-plus.com
Primary Report Server Port	80
Primary Report Directory	/portals/data

### Service Config

Primary Report Server Address	<input type="text" value="hub.ushop-plus.com"/>
Primary Report Server Port	<input type="text" value="80"/>
Primary Report Server Directory	<input type="text" value="/portals/data"/>
	<input type="button" value="Upload Setting"/> <input type="button" value="Clear Report"/>

**Note:** Make sure to click clear report after the setting



# UShop+ Store BI Solution – Service Config

## ➤ Private Cloud Setting

◆ Fill Corresponding Information as the table on the right

Service Type	Private Cloud
Primary Report Server Address	Custom Address
Primary Report Server Port	1234
Primary Report Directory	/portals/data

### Service Config

Primary Report Server Address	<input type="text" value="192.168.1.101"/>
Primary Report Server Port	<input type="text" value="1234"/>
Primary Report Server Directory	<input type="text" value="/portals/data"/>
	<input type="button" value="Upload Setting"/> <input type="button" value="Clear Report"/>

**Note:** Make sure to click clear report after the setting

# UShop+ Store BI Solution – Device Config

- ◆ Get Store ID From UShop+ Cloud
- ◆ Get Device License From UCAM



19 DIGITS, INCLUDING '-'

## Store Information

Store ID	s8LUhE8BAM8b
Country	taiwan
Zone 1	123
Zone 2	321
Store Name	tsest store
System Tag	
User Tag	
Weather Location	Taiwan
Address	321
Telephone	9876543
Description	7654321

Confirm

**Note:** Please make sure the store has been created on UShop+

# UShop+ Store BI Solution – Device Config

◆ Fill Corresponding Information

UCAM-120

- Device Config
- Network Config
- Service Config
- Camera Config
- Passenger Flow Statistics
- Heat Map
- Advanced Options

Host Name: Host-200117000207

Device SN: 200117000207

Store ID: s1L4YTWhitX

Store Name: StoreA

Device ID: 2QO1-U804-24KY-QAG5

Device Name: Gate

Device Type: 0

UCAM Smart Counting Camera License  
968SPUCAS0

2QO1-U804-25KY-QAG5

Save Reset to Default

## Store Information

Store ID	s1L4YTWhitX
Country	
Zone 1	
Zone 2	
Store Name	
System Tag	
User Tag	
Weather Location	
Address	
Telephone	
Description	

Confirm


# UShop+ Store BI Solution – Camera Config

## ➤ Setup People Counting Rule

- ◆ Adjust device height base on the site measurement.  
(Suggestion 2.5M ~ 5M)
- ◆ Enable count once by requirement.

### Camera Config

Screenshot



Center Location X 80 Y 60 Adjust Reset

Device Height 280 CM Adjust

Count Once


Save

# UShop+ Store BI Solution – Camera Config

## ➤ Height Filtering (UCAM 3D only)

- ◆ Filtering Object(Child, Cart) With Height
- ◆ Click Used

### Camera Config



Box Color

Device Angle X  Y

Device Height

Hihgt Filter High Limit  Low Limit




# UShop+ Store BI Solution – Passenger Flow Statistic

➤ Adding Counting Zone to UCAM

◆ Click Modify

### Passenger Flow Statistics

Passenger Enter and Exit Image



Min FPS: 15.5783  
Avg FPS: 18.7535

Management for Enter and Exit Area

Num	Zone Name	Zone ID	Enter Number	Exit Number	Active State	Operation	Reset
1	Zone-PF1	0	13	27	●	<a href="#">Modify</a>	<a href="#">Reset</a>
2	Zone-PF2	1	0	0	●	<a href="#">Modify</a>	<a href="#">Reset</a>
3	Zone-PF3	2	0	0	●	<a href="#">Modify</a>	<a href="#">Reset</a>

# UShop+ Store BI Solution – Passenger Flow Statistic

## ➤ Capture Sample

- ◆ Capture sample image

Real Time Image



Capture Image to Adjust Parameters


**Note:** Make sure the sample is clear when capture image to adjust parameters

# UShop+ Store BI Solution – Passenger Flow Statistic

## ➤ Drawing Counting Zones

- ◆ Edit enter
- ◆ Edit exit
- ◆ Draw the zone

### Passenger Flow Statistics



Zone Name

Zone ID

Enter Location

Exit Location

Exclude Location

Activate


**Note:** Make sure the zones are not overlapped and more closer each other. Green is Exit and Red is Enter.

# UShop+ Store BI Solution – Passenger Flow Statistic

## ➤ Drawing Counting Zones

- ◆ Double click to finish drawing counting zone

### Passenger Flow Statistics



Zone Name:

Zone ID:

Enter Location:

Exit Location:

Exclude Location:

Activate


**Note:** Make sure the zones are not overlapped. Green is Exit and Red is Enter.

# UShop+ Store BI Solution – Passenger Flow Statistic

## Starting Count

- ◆ Turn On "Activate" Switch
- ◆ Save the settings

### Passenger Flow Statistics



Zone Name

Zone ID

Enter Location

Exit Location

Exclude Location

Activate

# UShop+ Store BI Solution – Passenger Flow Statistic

## ➤ Drawing Counting Zones

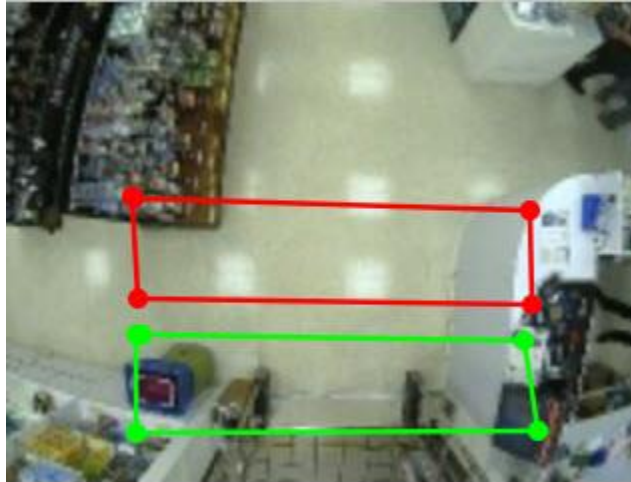
- ◆ Figure out whether the traffic flow is multiple
- ◆ Sole traffic flow would be better to increase the accuracy





# UShop+ Store BI Solution – Passenger Flow Statistic

## ➤ Drawing Counting Zones



◆ After find out the traffic flow, draw the counting zone full of the camera view.

◆ Draw the counting zones as full as possible (as the left picture) can reduce the false counting

◆ The gap between the red zone and the green zone will cause double counting

# UShop+ Store BI Solution – Passenger Flow Statistic

## ➤ Drawing Counting Lines



**Note:** The yellow area has the most accuracy which covers 2/3 of the UCAM field of view. The non-yellow area has less accuracy.

# UShop+ Store BI Solution – Passenger Flow Statistic

## Review Counting Result

- ◆ Verify The Counting Rule
- ◆ Confirm the trigger before the move to the next step.

Passenger Enter and Exit Image



Min FPS 13.9553

Avg FPS 19.3832

Management for Enter and Exit Area

Num	Zone Name	Zone ID	Enter Number	Exit Number	Active State	Operation	Reset
1	Zone-PF1	0	13	27	●	Modify	Reset
2	Zone-PF2	1	0	0	●	Modify	Reset
3	Zone-PF3	2	0	0	●	Modify	Reset
4	Zone-PF4	3	0	0	●	Modify	Reset
5	Zone-PF5	4	0	0	●	Modify	Reset

# UShop+ Store BI Solution – Passenger Flow Statistic

## ➤ Review Counting Result

- ◆ Enable online learning to improve the accuracy.

The screenshot displays the UCAM-130 web interface. The top header shows the date and time: 2019/01/23 11:29. The left sidebar contains a menu with the following items: Device Config, Network Config, Service Config, Camera Config, Customer Flow Statistics, Heat Map, Height Map, and Advanced Options. The 'Advanced Options' item is highlighted with a red box. The main content area shows the 'Refresh Time of Webpage Images (ms)' set to 200, with a 'Save' button. Below this, the 'Online Learning' toggle switch is turned on and highlighted with a red box. A red arrow points from the 'Advanced Options' menu item to the 'Online Learning' toggle. Other options visible include 'Reboot Device' with a 'Reboot' button, 'Firmware Update' with 'Select' and 'Update' buttons, and 'Validity of License : Unlimited'. The 'Device Capacity' section is partially visible at the bottom.

**Note:** Only UCAM 3D support the online learning function.

# UShop+ Store BI Solution – Advanced Options

## ➤ Checking Data Upload Status

- ◆ Reboot
- ◆ Confirmed the trigger area
- ◆ Check Upload Time

### Advanced Options

Refresh Time of Webpage Images (ms)  
500

Reboot Device  
 1

Firmware Update

Validity of License : Unlimited

Device Capacity

Total Capacity	Used Capacity	Available Capacity	Used Percentage	Video Capacity	Image Capacity
7.0GB	966MB	5.7GB	15%	196.0MB	0.0KB

Device Log

Start Time	Successful Upload (p)	Failed Upload (p)	Successful Upload (s)	Failed Upload (s)	Other History Record
2018/07/31 17:53:27	2018/08/01 00:14:46	2018/07/29 22:31:32	No Record	No Record	<input type="button" value="Check"/>

**Note:** "Successful Upload" should be late than "Failed Upload"

# UShop+ Store BI Solution – Check the Registration Status

➤ Enable cloud service by UShop service provider

◆ Device Status Should From **Registered** Turn Into **Online**

Device Name	Device Status	Device Ip Addr	Device Type
Gate	Registered	172.16.8.160	UCam

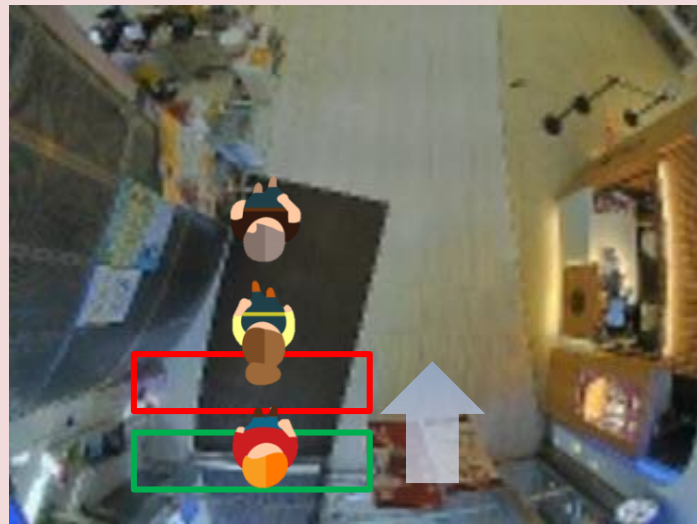
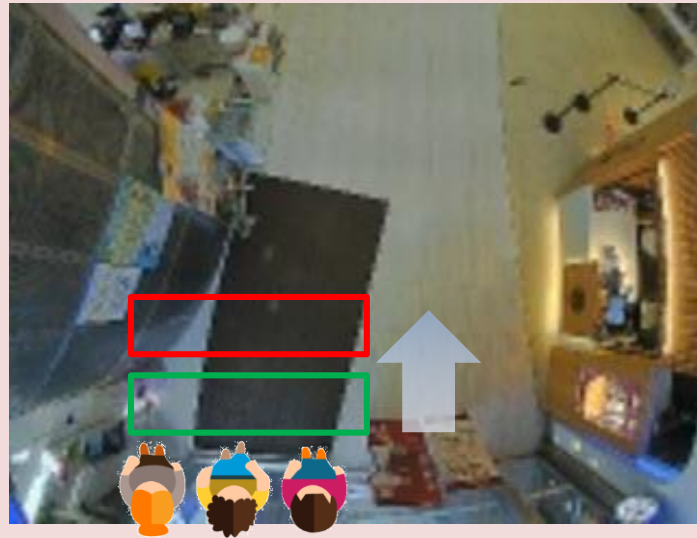
  

Device Name	Device Status	Device Ip Addr	Device Type
Gate	Online	172.16.8.160	UCam

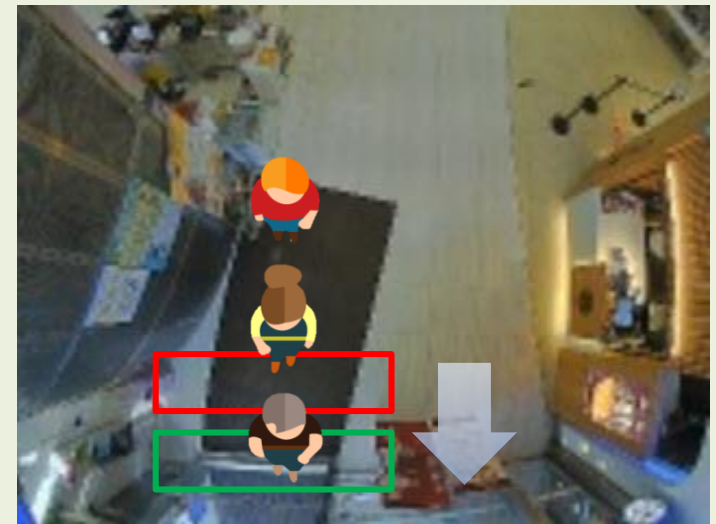


# How to check the Counting Accuracy Quickly?

Enter  
Verification



Exit  
Verification




# How to check the counting result?

- ◆ Setting the video type:
  - Verified Video
- ◆ Quick record setting:
  - default 10 minutes
- ◆ Setting Custom Period:
  - specific start time and end time
- ◆ Download the video from the link at the bottom of this page.

**Note:** To avoid the UCAM buffer shortage, please delete the video after download.

### Camera Config



Center Location

Device Height

Count Once

Video Type :

Video Recording :

Recording Time :

Start Time :

End Time :


Download address : <http://172.18.42.210:80/listVideo>

# How to check the counting result?

- ◆ Check minimum FPS and average FPS, it should be between 13-20 FPS

### Passenger Flow Statistics

Passenger Enter and Exit Image



Min FPS

Avg FPS

Management for Enter and Exit Area

Num	Zone Name	Zone ID	Enter Number	Exit Number	Active State	Operation	Reset
1	Zone-PF1	0	13	27	●	<a href="#">Modify</a>	<a href="#">Reset</a>
2	Zone-PF2	1	0	0	●	<a href="#">Modify</a>	<a href="#">Reset</a>
3	Zone-PF3	2	0	0	●	<a href="#">Modify</a>	<a href="#">Reset</a>

# How to check the counting result?

- ◆ Accuracy report
  - Standard report for the project
  - Sent to Advantech UShop AE for further verification

ADVANTECH UShop<sup>+</sup>

## UCAM Accuracy Report

Firmware Version:  2D.....  3D.....

**Basic Information:**

Company Account Name:	
Store Name:	
Store ID:	
Device ID:	
Device SN:	
Verified Date/Time:	

**Verify Result:**

	In	Out
Observation		
UCAM count	1	
Difference		
Accuracy Rate		

# UShop+ Store BI Solution EIS Set-up Flow

Q1, 2019



# UShop+ Store BI Solution – EIS Setup

**Before start to set up the EIS, please make sure following items:**

1. Company Account
2. Store ID
3. License: Device registration license and cloud service license

## Fisheye IP Cam Configuration

- ◆ Device Static IP
- ◆ Subnet Mask
- ◆ Default Gateway
- ◆ DNS Server IP
- ◆ Time Sync Setting

## EIS Software Version Confirmation

- ◆ The latest software version will upload on [support.ushop-plus.com](http://support.ushop-plus.com)

## EIS Network Configuration

- ◆ Device Static IP
- ◆ Subnet Mask
- ◆ Default Gateway
- ◆ DNS Server IP

## EIS Registered

- ◆ Store ID
- ◆ Device registration license
- ◆ Check EIS status

## EIS Sensor Configuration

- ◆ Camera setting
- ◆ Sensor setting



# UShop+ Store BI Solution – EIS Setup

**Before start to set up the EIS, please make sure following items:**

1. Company Account
2. Store ID
3. License: Device registration license and cloud service license

## Fisheye IP Cam Configuration

- ◆ Device Static IP
- ◆ Subnet Mask
- ◆ Default Gateway
- ◆ DNS Server IP
- ◆ Time Sync Setting

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## EIS Network Configuration

- ◆ Device Static IP
- ◆ Subnet Mask
- ◆ Default Gateway
- ◆ DNS Server IP

## EIS Registered

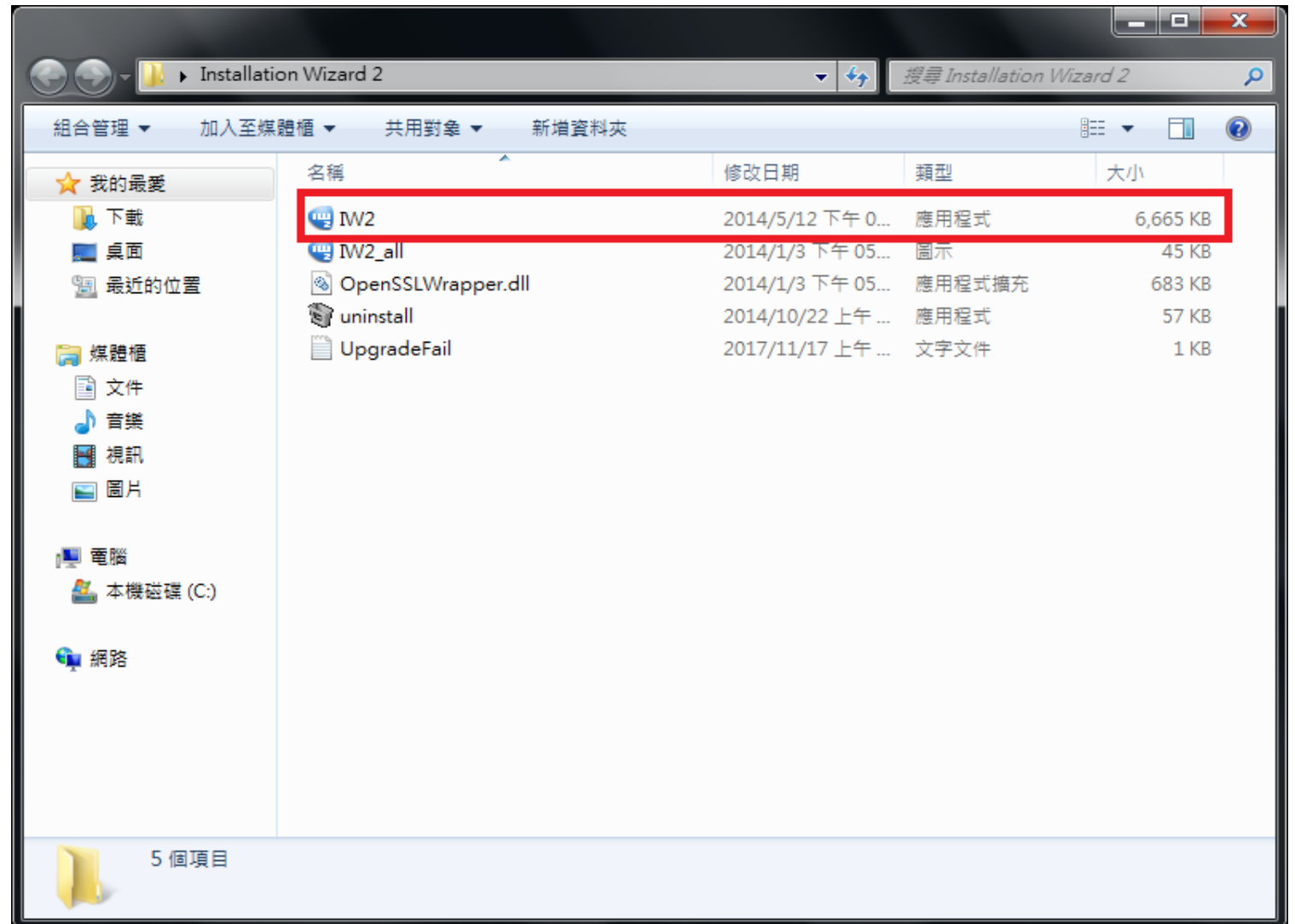
- ◆ Store ID
- ◆ Device registration license
- ◆ Check EIS status

## EIS Sensor Configuration

- ◆ Camera setting
- ◆ Sensor setting

# UShop+ Store BI Solution – Fisheye IP Cam Configuration

- ◆ Downloading IW2 from Vivotek official site
- ◆ Open Installation Wizard 2 folder , click on IW2.exe to install program.



# UShop+ Store BI Solution – Fisheye IP Cam Configuration

- ◆ The Installation Wizard 2 automatically analyzes and categorizes your network environment into 6 typical types including:
  - ❑ Private fixed IP
  - ❑ Private DHCP
  - ❑ PPPoE
  - ❑ Public fixed IP
  - ❑ Public DHCP
  - ❑ No Connection to Internet.
- ◆ Once you run the Installation Wizard 2 program, it will first analyze your network and display your network environment type as shown above..



# UShop+ Store BI Solution – Fisheye IP Cam Configuration

- ◆ Double click the camera which you want to setup.

## Device Selection

Select a device to setup or upgrade

# Installation Wizard 2

Smart Setup

Refresh Devices

Manual Setup

Access Information

Upgrade Firmware(s)

Restore Default

About IW2

#	MAC	IP Address	Model	Firmware Version
1	00-02-D1-41-C8-D6	172.16.8.25	FD8136	0300a
2	00-02-D1-43-A9-8D	172.16.8.26	FE8180	0200b

Please check the MAC and model name in the product label of your device first. Then, you can start to link to your device and show the main screen by double clicking the item in the above selection list.

If you are not able to find your device in the above selection list, please make sure all cables are properly connected to your device and then click on the "Refresh Devices" button.

Network Camera **VIVOTEK**

Model NO: PT7137 **CE** 0560 **!**

**MAC:0002D1XXXXXX**

**FC**

Made in Taiwan  
This device complies with part 15 of the FCC rules. Operation is subject to the following two conditions:  
1) This device may not cause harmful interference, and  
2) This device must accept any interference received, including interference that may cause undesired operation.

You can find the product label in the rear/bottom part of your device.

# UShop+ Store BI Solution – Fisheye IP Cam Configuration

- ◆ The IW2 would open browser automatically after double click on camera, you can check the chosen camera works correctly or not.
- ◆ Only support IE browser



**Note:** The IW2 only support IE browser

# UShop+ Store BI Solution – Fisheye IP Cam Configuration

- ◆ To make EIS get camera signal safe and sound, please fill up the static IP **under Network > General Settings**.
- ◆ We highly recommend you set the camera under same network segment for maintain purpose.

## Network > General Settings

Version: 0200b

IP address:	172.16.8.103
Subnet mask:	255.255.254.0
Default router:	172.16.9.254
Primary DNS:	172.20.1.100
Secondary DNS:	172.20.1.99
Primary WINS server:	172.20.1.66
Secondary WINS server:	



# UShop+ Store BI Solution – Fisheye IP Cam Configuration

- ◆ Under **System > General Settings** to setup time zone, you can chose system time zone if your environment cannot connect to the internet or you can get time from NTP server through internet

## System > General Settings

The screenshot displays the 'System > General settings' configuration page. The left sidebar contains a menu with the following items: System, General settings (highlighted), Homepage layout, Logs, Parameters, Maintenance, Media, Network, Security, PTZ, Event, Applications, Recording, and Local storage. The main content area is titled 'System > General settings' and includes the following sections:

- System**: Host name: FE8180;  Turn off the LED indicator
- System time**: Time zone: GMT+08:00 Beijing, Chongqing, Hong Kong, Kuala Lumpur, Singapore, Taipei, Irkutsk (dropdown menu)
- Note: You can upload your daylight saving time rules on [Maintenance](#) page or use the camera default value.
- Keep current date and time
- Synchronize with computer time
- Manual
- Automatic
  - NTP server: http://clock.stdtime.gov.tw/
  - Updating interval: One hour (dropdown menu)

A 'Save' button is located at the bottom right of the configuration area.

# UShop+ Store BI Solution – Fisheye IP Cam Configuration

- ◆ EIS doesn't accept camera without the root password, please make sure you have set a password under **Security > User Accounts** first.

## Configuration > Security > User Accounts

The screenshot displays the VIVOTEK configuration web interface. The browser address bar shows the URL `http://172.16.8.26/setup/security/security.html`. The page title is "User accounts". The navigation menu includes "Home", "Client settings", "Configuration" (highlighted with a red box), and "Language". The main content area is titled "Security > User accounts" and contains three tabs: "Root password", "Privilege management", and "Account management". The "Root password" tab is active, showing two password input fields: "Root password:" and "Confirm root password:", both with masked characters (dots). A "Save" button is located to the right of the second field. A red box highlights the entire "Root password" tab content area. The left sidebar menu includes "System", "Media", "Network", "Security", "User accounts" (highlighted with a red box), "HTTPS", "Access list", "IEEE 802.1x", "PTZ", "Event", "Applications", "Recording", and "Local storage".

# UShop+ Store BI Solution – EIS Setup

**Before start to set up the EIS, please make sure following items:**

1. Company Account
2. Store ID
3. License: Device registration license and cloud service license

**Fisheye IP Cam Configuration**

- ◆ Device Static IP
- ◆ Subnet Mask
- ◆ Default Gateway
- ◆ DNS Server IP
- ◆ Time Sync Setting

**EIS Software Version Confirmation**

- ◆ The latest software version will upload on support.ushop-plus.com

**EIS Network Configuration**

- ◆ Device Static IP
- ◆ Subnet Mask
- ◆ Default Gateway
- ◆ DNS Server IP

**EIS Registered**

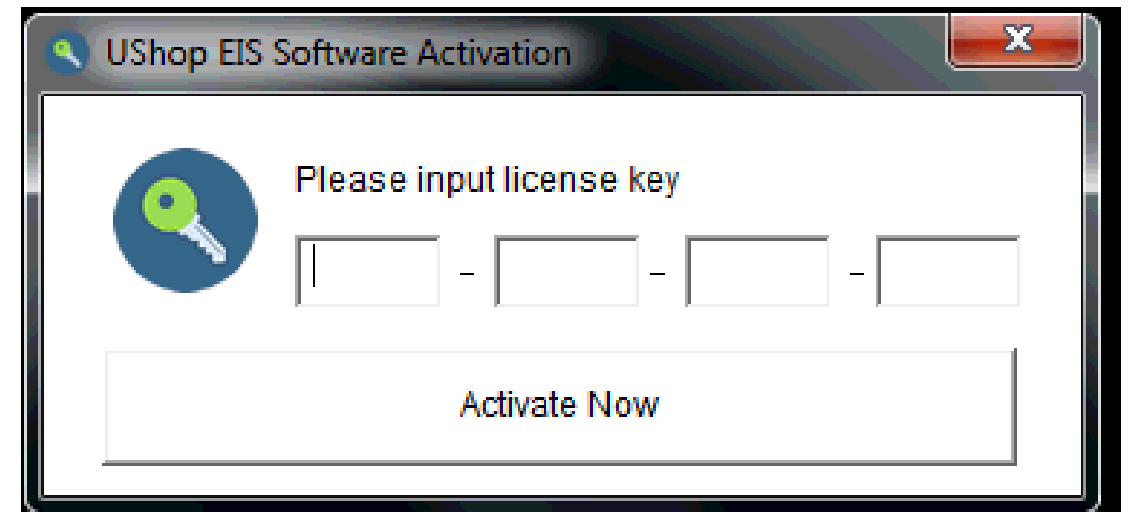
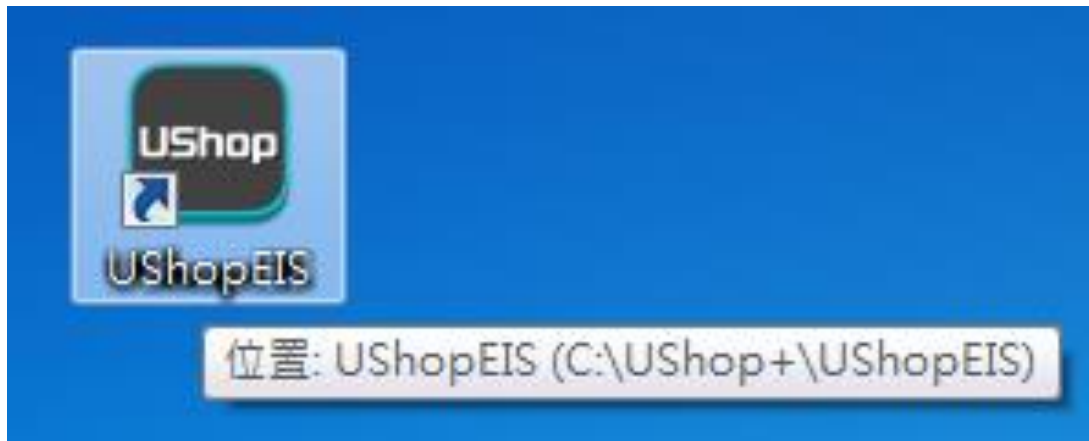
- ◆ Store ID
- ◆ Device registration license
- ◆ Check EIS status

**EIS Sensor Configuration**

- ◆ Camera setting
- ◆ Sensor setting

# UShop+ Store BI Solution – EIS Registration

- ◆ Start the EIS on the desktop, and filling in License Key
- ◆ The EIS has been activated before ship out



# UShop+ Store BI Solution – EIS Login

- ◆ Login with account and password
- ◆ We provide English, Traditional Chinese, Simplified Chinese

## Default login information:

Account: admin  
Password: 1234

## EIS Version:

DATE	EIS
2019/01	1.5.0.1

UShop+ Edge Intelligence Server

Account

Password

English

SIGN IN

Close

ADVANTECH

Version: 1.5.0.1

# UShop+ Store BI Solution – EIS Startup

## System Setting

- ◆ We recommend you enable and apply Auto-Login to make sure the EIS software start after windows login.

The screenshot displays the 'System Setting' application window. The left sidebar contains a navigation menu with 'Device Setting' selected. The main content area is titled 'Local Service Console' and features a table of service consoles and a settings panel on the right.

Console Type	Consoles Licensed	Install
PeopleCounter	3	<input checked="" type="checkbox"/>
POSMonitor	3	<input type="checkbox"/>
FaceAnalyzer	1	<input checked="" type="checkbox"/>
In-Store HeatMap	3	<input checked="" type="checkbox"/>
InteractiveDS	1	<input checked="" type="checkbox"/>
Sensor Hub	16	<input checked="" type="checkbox"/>

The 'Service Console Setting' panel on the right includes the following fields:

- Device Name: UShop EIS
- IP Address: 172.16.8.78
- Auto Login/Enable: admin (highlighted with a red box)
- Auto Restart: Sunday
- Time: 10:21

Buttons for 'S/N Register' and 'Apply' are located below the settings panel. At the bottom, there is a 'Recovery Previous Setting' button and the version number '1.5.0.1'.



# UShop+ Store BI Solution – EIS Cloud Service Setting

- ◆ Click "Cloud Service"
- ◆ In this page, we could connect EIS and UShop+ service by filling corresponding information.

The screenshot displays the 'System Setting' application window. The title bar shows 'System Setting' and a user profile 'admin'. The left sidebar contains a menu with 'General Setting' (selected), 'Device Setting', 'User Management', 'Communication', and 'Cloud Service'. The main content area is titled 'Cloud Service' and features a dropdown menu set to 'Public Cloud' with a 'Confirm' button. Below this is an 'Add Store' section with two panels. The first panel includes a 'Server' dropdown (set to 'https://'), an 'Account ID' input field, and a 'Connect' button with check and close icons. The second panel includes three 'Region' dropdowns (all set to '-----'), a 'Store Name' dropdown (set to '-----'), and a 'Store ID' input field. It also features a 'Pause' button and a 'Register' button with check and close icons. The 'ADVANTECH' logo is in the bottom left, and 'Version: 1.5.0.1' is in the bottom right.

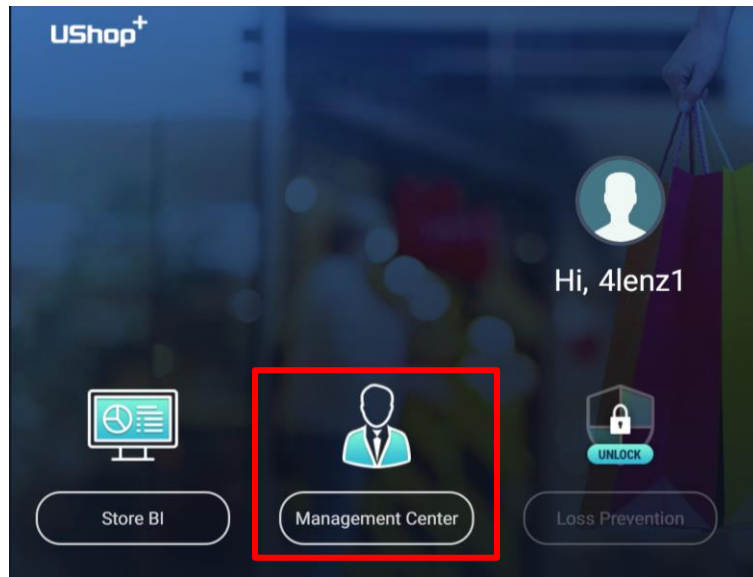
# UShop+ Store BI Solution – EIS Cloud Service Setting

- ◆ Select type of cloud base on your system architecture
- ◆ Click "Confirm"

The screenshot shows the 'System Setting' interface with the 'Cloud Service' section active. The 'Cloud Service' dropdown menu is open, showing 'Public Cloud' selected and 'Private Cloud' as an option. A red box highlights the 'Confirm' button. Below the dropdown, the 'Add Store' section contains several input fields: 'Server' (with a dropdown set to 'https://'), 'Account ID', 'Region 1', 'Region 2', 'Region 3', 'Store Name', and 'Store ID'. There are 'Connect', 'Pause', and 'Register' buttons, each with a checkmark and a close button. The 'ADIANTECH' logo is visible in the bottom left, and the version '1.5.0.1' is in the bottom right.

# UShop+ Store BI Solution – EIS Getting Account ID

- ◆ Login Ushop + and click "Management Center"
- ◆ Copy your Account ID under Account Information Page



**UShop+** Management Center

**Account Information**

Account ID: 1BNN6e5zNNbz

Total Devices:

Show 10 entries

Store Name	Device ID	Device Name
No result		

# UShop+ Store BI Solution – Getting Store Information

- ◆ Click Store name which you want to make registration
- ◆ Copy Store ID under Store Information

## Store Information

Store ID	UmB3pAijHa3T
Country	Taiwan
Zone 1	Taipei
Zone 2	Neihu District
Store Name	Coffee Shop
System Tag	
User Tag	
Weather Location	Taipei City, Taiwan
Address	No. 1, Alley 20, Lane 26, Rueiguang Road, Neihu District, Taipei 11491, Taiwan
Telephone	886-2-2792-7818
Description	SE use

Confirm

## UShop+ Management Center

### Store Management

Account Information

User Management

Show 10 entries

Store Management

Tag Management

Status	Zone 1	Zone 2	Store Name	Store Tag
Registered	Taipei	Neihu District	Coffee Shop	

Showing 1 to 1 of 1 entries

# UShop+ Store BI Solution – Setting Service Account

- ◆ Paste Account ID into Service Account field then press “Connect” button for activation
- ◆ Greenlight will show up after connection is established.

The screenshot displays the 'System Setting' application interface. On the left, a sidebar menu includes 'General Setting', 'Device Setting', 'User Management', 'Communication', and 'Cloud Service' (which is currently selected). The main content area is titled 'Add Store' and contains several configuration fields: 'Server' (set to 'https://'), 'Account ID' (set to '1BNN6e5zNNbz'), 'Region 1', 'Region 2', 'Region 3', 'Store Name', and 'Store ID'. A red rectangular box highlights the 'Account ID' field and the 'Connect' button, which has a green checkmark icon next to it. Below the 'Connect' button are 'Pause' and 'Register' buttons. The 'Register' button also has a green checkmark icon. The 'ADANTECH' logo is visible in the bottom left corner, and the version number 'Version: 1.5.0.1' is in the bottom right corner.

# UShop+ Store BI Solution – Setting Store Information

- ◆ Select Store Name by filter and fill up Store Registration Key then press "Activate" button.
- ◆ Greenlight shows up if register is successful.

The screenshot displays the 'System Setting' interface for 'UShop+'. The left sidebar contains navigation options: 'General Setting', 'Device Setting', 'User Management', 'Communication', and 'Cloud Service' (which is highlighted). The main content area is titled 'Add Store' and includes the following fields and controls:

- Cloud Service:** A dropdown menu set to 'Public Cloud' with a 'Confirm' button.
- Server:** A dropdown menu set to 'https://' with an empty text input field.
- Account ID:** A text input field containing '1BNN6e5zNNbz' and a 'Connect' button with a green checkmark icon.
- Region 1:** A dropdown menu set to 'Taiwan'.
- Region 2:** A dropdown menu set to 'Taipei'.
- Region 3:** A dropdown menu set to 'Neihu District'.
- Store Name:** A dropdown menu set to 'Coffee Shop' and a 'Pause' button.
- Store ID:** A text input field containing 'UmB3pAijHa3T' and a 'Register' button with a green checkmark icon.

The 'Register' button and its associated green checkmark are highlighted with a red box. The bottom of the interface features the 'ADIANTECH' logo on the left and 'Version: 1.5.0.1' on the right.



# UShop+ Store BI Solution – Setting Store Information

◆ Press any key to exit

The image shows a screenshot of a Windows command prompt window and a UShop+ Store BI web interface. The command prompt window, titled "Administrator: C:\UShop+\ServerConfig\DataProducer.exe", displays the following text:

```
Plugin configuration unchanged.
Applying plugin configuration to rabbit@Advantech-PC... nothing to do.
c:\Program Files\RabbitMQ Server\rabbitmq_server-3.6.6\sbin>rabbitmq-plugins.bat
enable rabbitmq_shovel_management
Plugin configuration unchanged.
Applying plugin configuration to rabbit@Advantech-PC... nothing to do.
c:\Program Files\RabbitMQ Server\rabbitmq_server-3.6.6\sbin>rabbitmqctl set_param
eter shovel Push2UShop "{src-uri\":\"amqp://\", \"src-queue\":\"ushop\", \"d
est-uri\":\"amqp://ushop:snsi@portals.ushop-plus.com\", \"dest-exchange\":\"us
hop\", \"prefetch-count\":50, \"reconnect-delay\": 30, \"ack-node\":\"on-confir
m\"}"
Setting runtime parameter "Push2UShop" for component "shovel" to "{src-uri\":\
\"amqp://\", \"src-queue\": \"ushop\", \"dest-uri\": \"amqp://ushop:snsi@portals.
ushop-plus.com\", \"dest-exchange\": \"ushop\", \"prefetch-count\":50, \"reconne
ct-delay\": 30, \"ack-node\": \"on-confirm\"}"...
c:\Program Files\RabbitMQ Server\rabbitmq_server-3.6.6\sbin>echo Press any key to
exit
Press any key to exit...
c:\Program Files\RabbitMQ Server\rabbitmq_server-3.6.6\sbin>
```

The UShop+ Store BI interface shows the following configuration details:

- Public Cloud: [Dropdown]
- Confirm: [Button]
- Server: https:// [Input]
- Account ID: 1BNN6e5zNNbz [Input]
- Connect: [Button] (Green checkmark)
- Region 1: Taiwan [Dropdown]
- Region 2: Taipei [Dropdown]
- Region 3: Neihu District [Dropdown]
- Store Name: Coffee Shop [Dropdown]
- Pause: [Button]
- Store ID: UmB3pAijHa3T [Input]
- Unregister: [Button] (Green checkmark)

ADVANTECH logo is visible at the bottom center, and the version number "Version: 1.5.0.1" is at the bottom right.

# UShop+ Store BI Solution – Setting Store Information

- ◆ After the registration, you can see the device on UShop website.
- ◆ Please inform UShop operator to activate the cloud service.

The screenshot displays the 'Management Center' interface for 'Store Management'. The user is logged in as 'First Administrator'. The page shows a list of stores with the following details:

Status	Zone 1	Zone 2	Store Name	Store Tag	Description	Store Data Input	Modify	Delete
Registered	Taipei	Neihu District	Coffee Shop		SE USE	Store Data Input	Modify	Delete

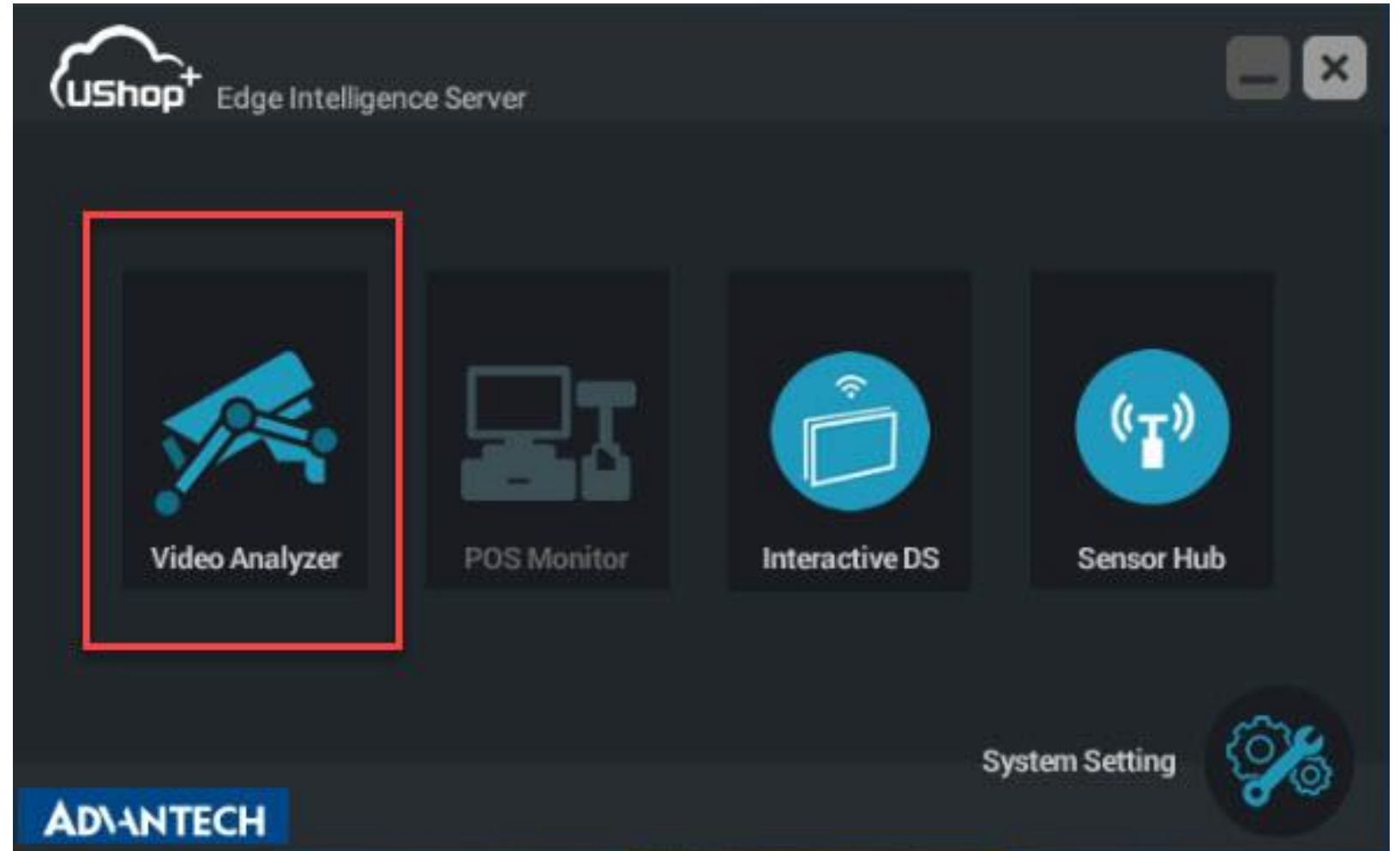
Device Name	Device Status	Device Ip Addr	Device Type	Counting Type
UShop EIS	Registered	172.16.8.78	UShop EIS-Lite	

At the bottom, it indicates 'Showing 1 to 1 of 1 entries' and includes navigation controls for the table.

# UShop+ Store BI Solution – Setting Camera

## ➤ Video Analyzer

- ◆ Click “Video Analyzer” to configure camera



# UShop+ Store BI Solution – Setting Camera

➤ Add Camera

◆ Click "Add" under Video Device Page

The screenshot displays the 'Video Analyzer' web application interface. The top navigation bar includes the application logo, the title 'Video Analyzer', and a user profile for 'admin'. The main content area is divided into several sections:

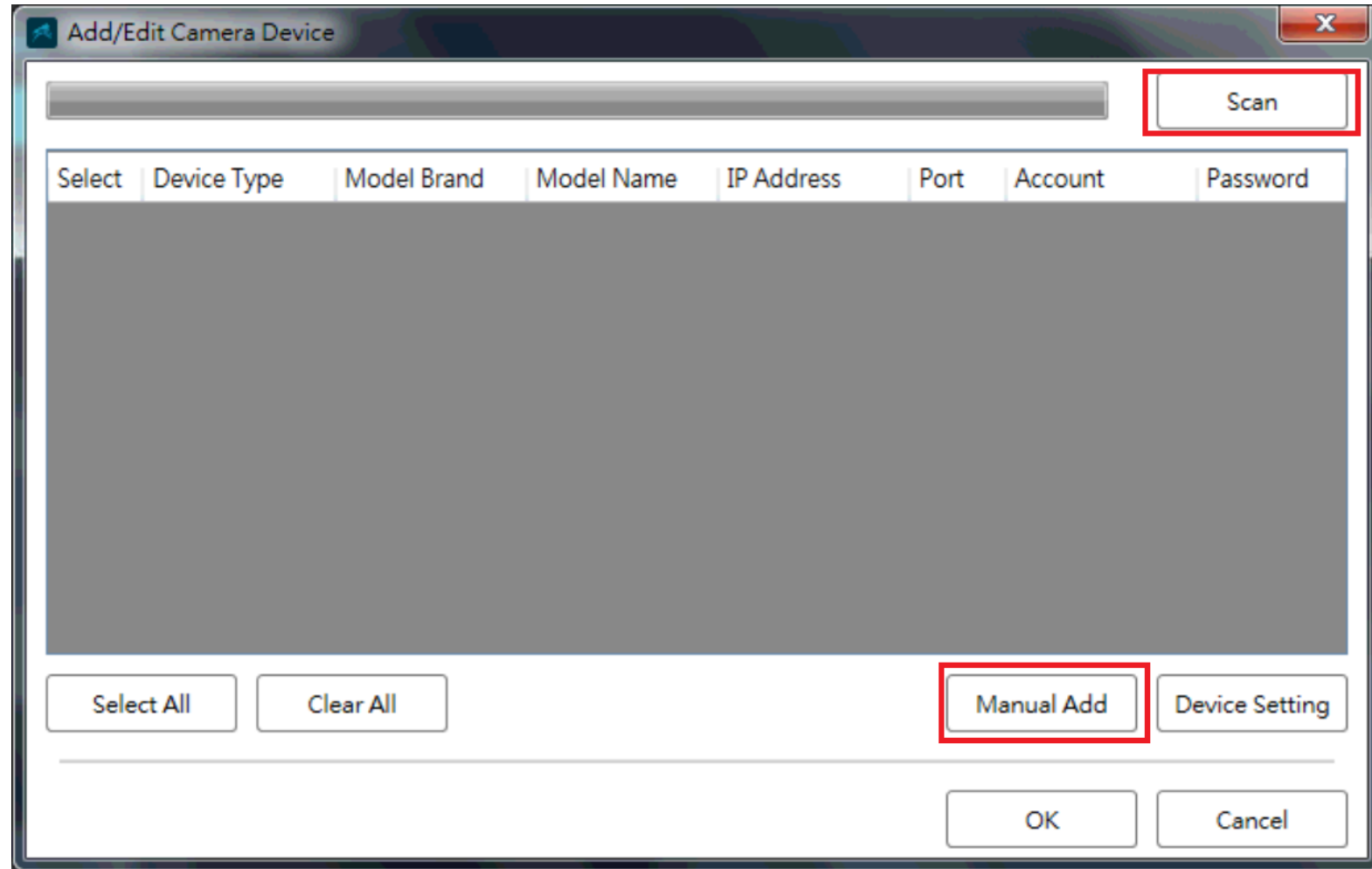
- Source Management:** This section contains three sub-items: 'Video Device' (highlighted with a red border), 'Camera Device', and 'WebAccess/IVS'.
- Video Analytics Sensor:** This section contains 'Sensor Setting'.
- Status Report:** This section contains 'Sensor Status'.

Below these sections, there is a large 'OFF' button and the 'ADVANTECH' logo. At the bottom of the interface, there are three buttons: 'Add' (highlighted with a red border), 'Edit', and 'Delete'. The 'Add' button is positioned below a table with the following headers: 'CH ID', 'Type', 'Model Name', and 'Status'. The table body is currently empty.

# UShop+ Store BI Solution – Setting Camera

## ➤ Add Camera

- ◆ Click "Scan" to scan the camera.
- ◆ If auto scan shows nothing, just click "Manual Add"



# UShop+ Store BI Solution – Setting Camera

## ➤ Connecting Camera

- ◆ Fill in camera information where in IW2 to EIS, then click "OK"

The screenshot displays the 'Installation Wizard 2' application. The main window is titled 'Device Selection' and contains a table of detected devices. A red box highlights the second row of the table, which has the following data:

#	MAC	IP Address	Model
1	00-02-D1-49-70-6A	172.16.8.146	SC8131
2	00-02-D1-43-A9-8D	172.16.8.26	FE8180
3	00-02-D1-41-C8-D6	172.16.8.25	FD8136

Below the table, there are instructions: 'Please check the MAC and model name in the product label of your device first. Then, you can start to link to your device and show the main screen by double clicking the item in the above selection list.' and 'If you are not able to find your device in the above selection list, please make sure all cables are properly connected to your device and then click on the "Refresh Devices" button.' A note at the bottom right states: 'You can find the product label in the rear/bottom part of your device.'

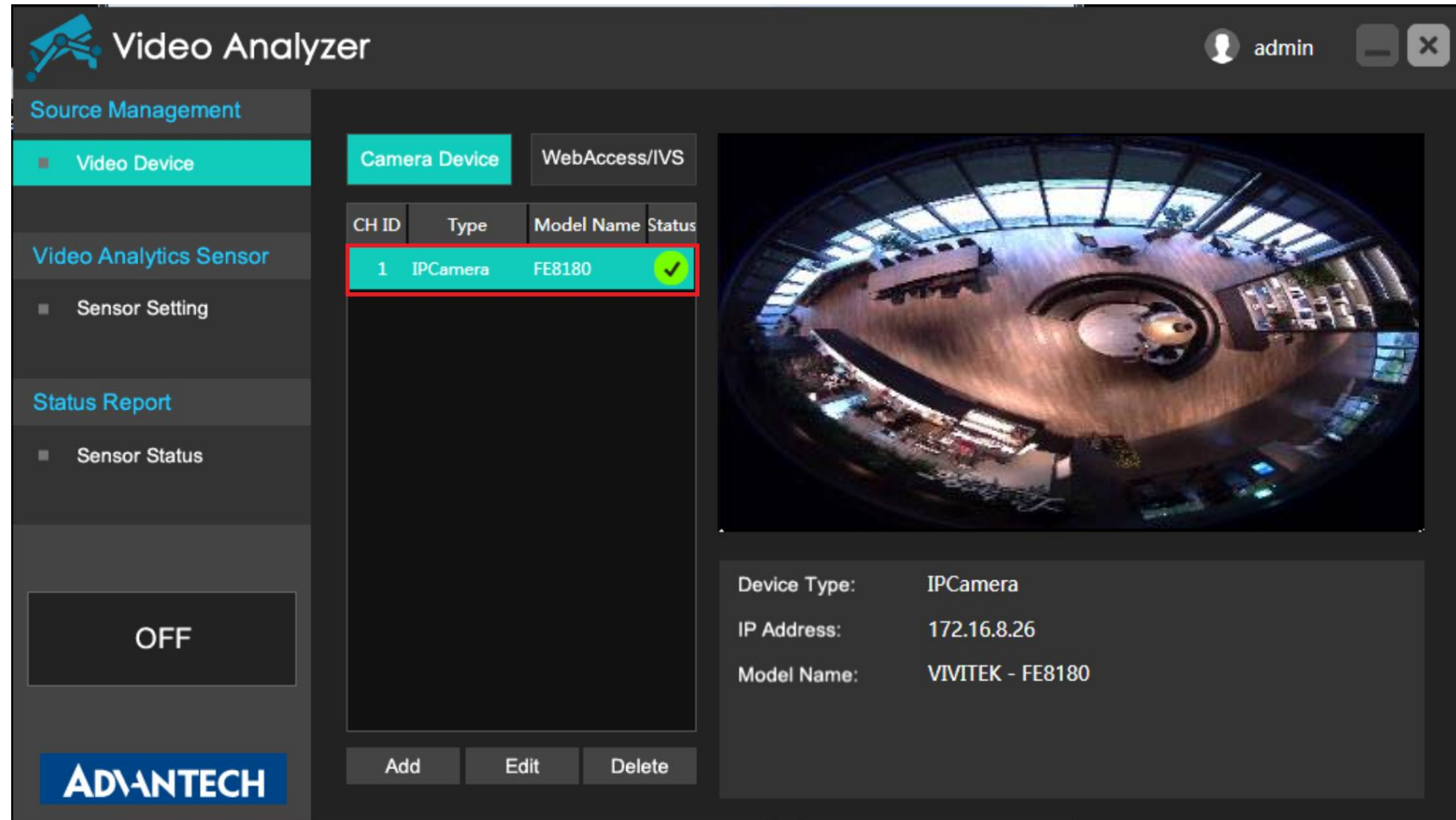
An overlay window titled 'Manual Add/Edit Device' is open, showing configuration options for an 'IP CAM'. The 'Network Setting' section includes fields for IP Address (172.16.8.26), Port (80), Account (root), and Password (\*\*\*\*). The 'Device Info Input' section includes fields for Model Brand (VIVITEK) and Model Name (FE8180). 'OK' and 'Cancel' buttons are at the bottom of the dialog.



# UShop+ Store BI Solution – Setting Camera

## ➤ Connecting Camera

- ◆ The status light would show in green around one minute.
- ◆ Double click the selected camera. You can get screen preview to confirm the connection of the camera.
- ◆ Recheck the camera information if status light keep showing red.



The screenshot displays the 'Video Analyzer' software interface. On the left, a sidebar menu includes 'Source Management', 'Video Device', 'Video Analytics Sensor', and 'Status Report'. The 'Video Device' section is active, showing a table of camera configurations. The table has columns for 'CH ID', 'Type', 'Model Name', and 'Status'. One entry is highlighted with a red border: CH ID 1, Type IPCamera, Model Name FE8180, and Status (indicated by a green checkmark). Below the table are 'Add', 'Edit', and 'Delete' buttons. To the right of the table, there are tabs for 'Camera Device' and 'WebAccess/IVS'. A large circular fisheye camera feed shows a store interior. Below the feed, device details are listed: Device Type: IPCamera, IP Address: 172.16.8.26, and Model Name: VIVITEK - FE8180. At the bottom left, there is an 'OFF' button and the ADVANTECH logo.

CH ID	Type	Model Name	Status
1	IPCamera	FE8180	✓

Device Type: IPCamera  
IP Address: 172.16.8.26  
Model Name: VIVITEK - FE8180

# UShop+ Store BI Solution – Setting Camera

➤ Adding Heatmap

◆ Select "In-Store HeatMap" under Sensor Setting page

The screenshot shows the 'Video Analyzer' web interface. The left sidebar contains navigation options: 'Source Management', 'Video Analytics Sensor', 'Sensor Setting' (highlighted), 'Status Report', and 'Sensor Status'. The main area is titled 'Video Analytics Sensor list' and contains a table with columns: 'Enable', 'Sensor ID', 'Sensor Name', 'VA Sensor Type', 'Sensor Module', 'CH ID', and 'Connect to Cloud'. Below the table, there is a 'Working Schedule' section with a calendar grid. A dropdown menu is open over the calendar, showing options: 'PeopleCounter', 'PeopleCounter', 'FaceAnalyzer', 'In-Store HeatMap', and 'ShopperPath'. The 'In-Store HeatMap' option is highlighted. The 'Sensor Module' dropdown is set to 'UShop IVACore'. There are 'Add', 'Edit', and 'Delete' buttons. A large 'OFF' button is visible at the bottom left of the main area. The 'ADVANTECH' logo is at the bottom left of the interface.

Enable	Sensor ID	Sensor Name	VA Sensor Type	Sensor Module	CH ID	Connect to Cloud
--------	-----------	-------------	----------------	---------------	-------	------------------

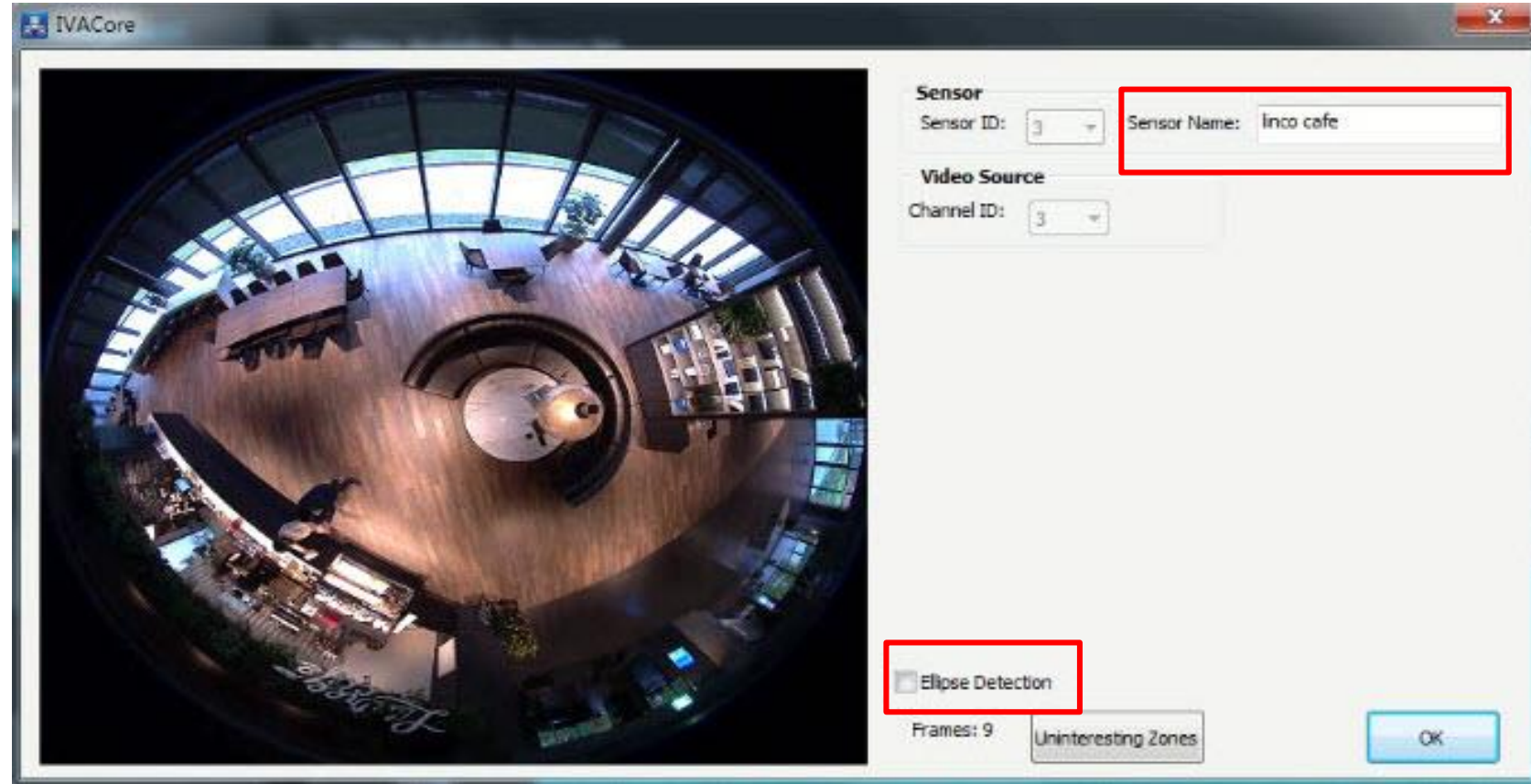
Working Schedule

Date	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
1/24																								
1/25																								
1/26																								
1/27																								
1/28																								
1/29																								
1/30																								

# UShop+ Store BI Solution – Setting Camera

## ➤ Setting Camera Name

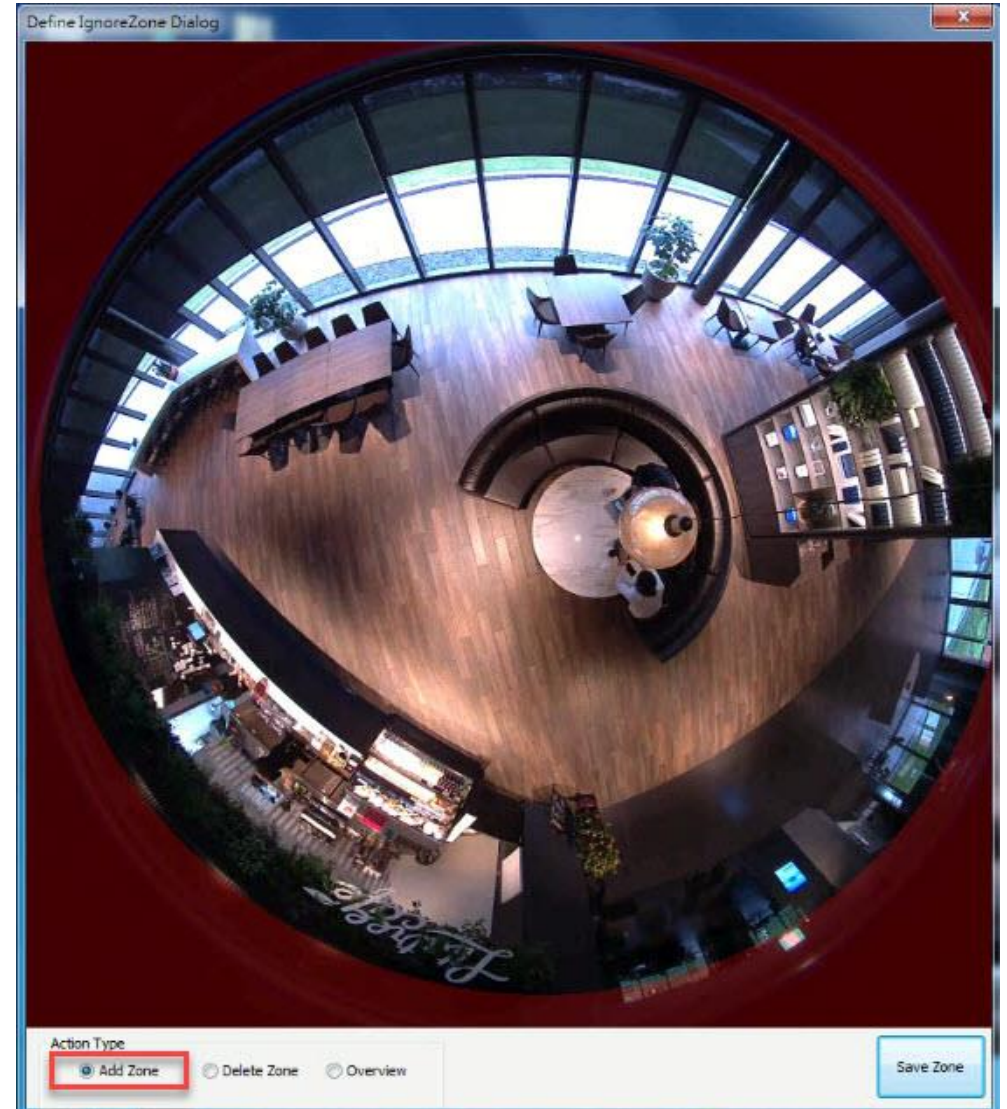
- ◆ Selecting sensor ID and naming the sensor, you can also select Sensor ID and Channel ID to correspond with IP camera if multiple cameras installed.
- ◆ Click the “Ellipse Detection” to auto shade the black area.



# UShop+ Store BI Solution – Setting Camera

## ➤ Setting Uninteresting Zone

- ◆ Click “Add Zone” to select uninteresting zone



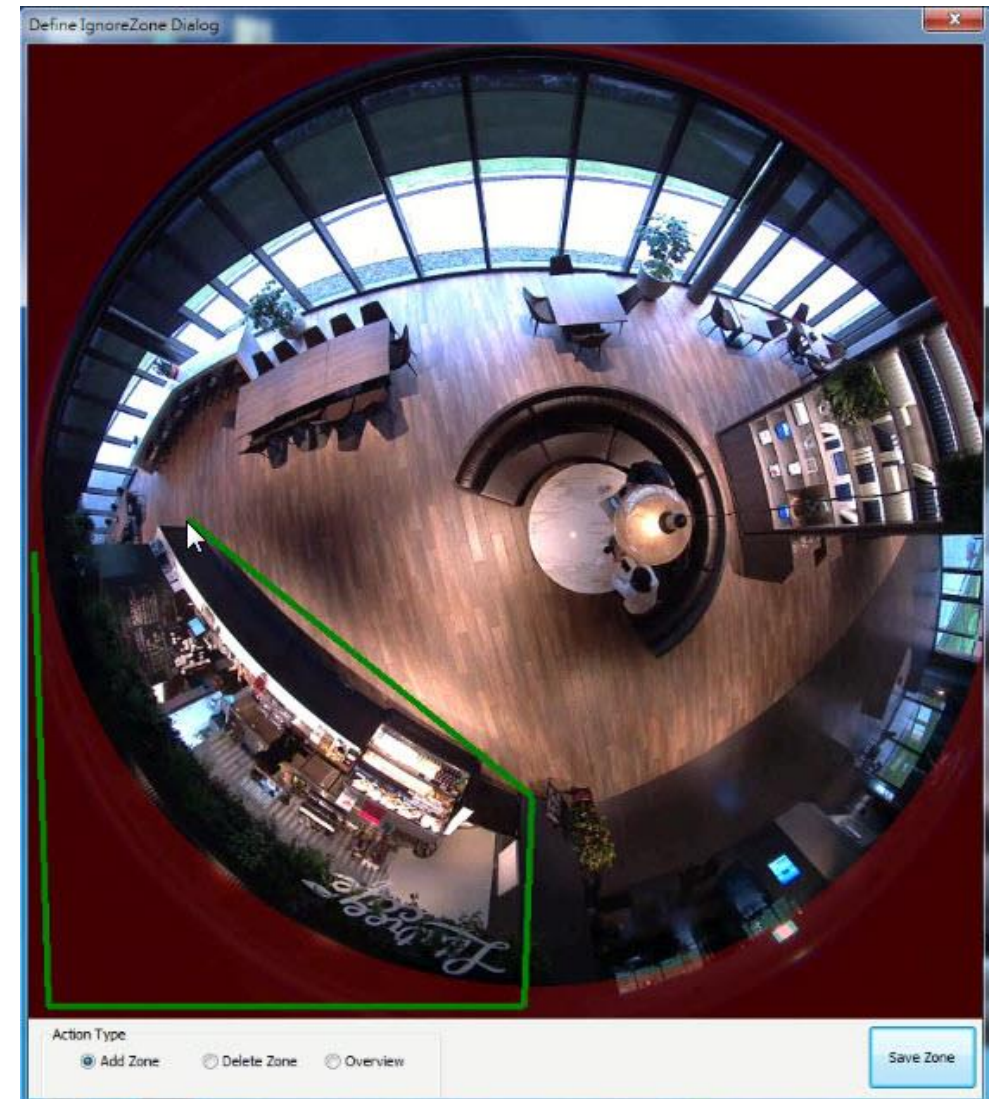


# UShop+ Store BI Solution – Setting Camera

## ➤ Setting Uninteresting Zone

- ◆ Draw the uninteresting zones with single click to start the process
- ◆ End the uninteresting zone process with **double** click.

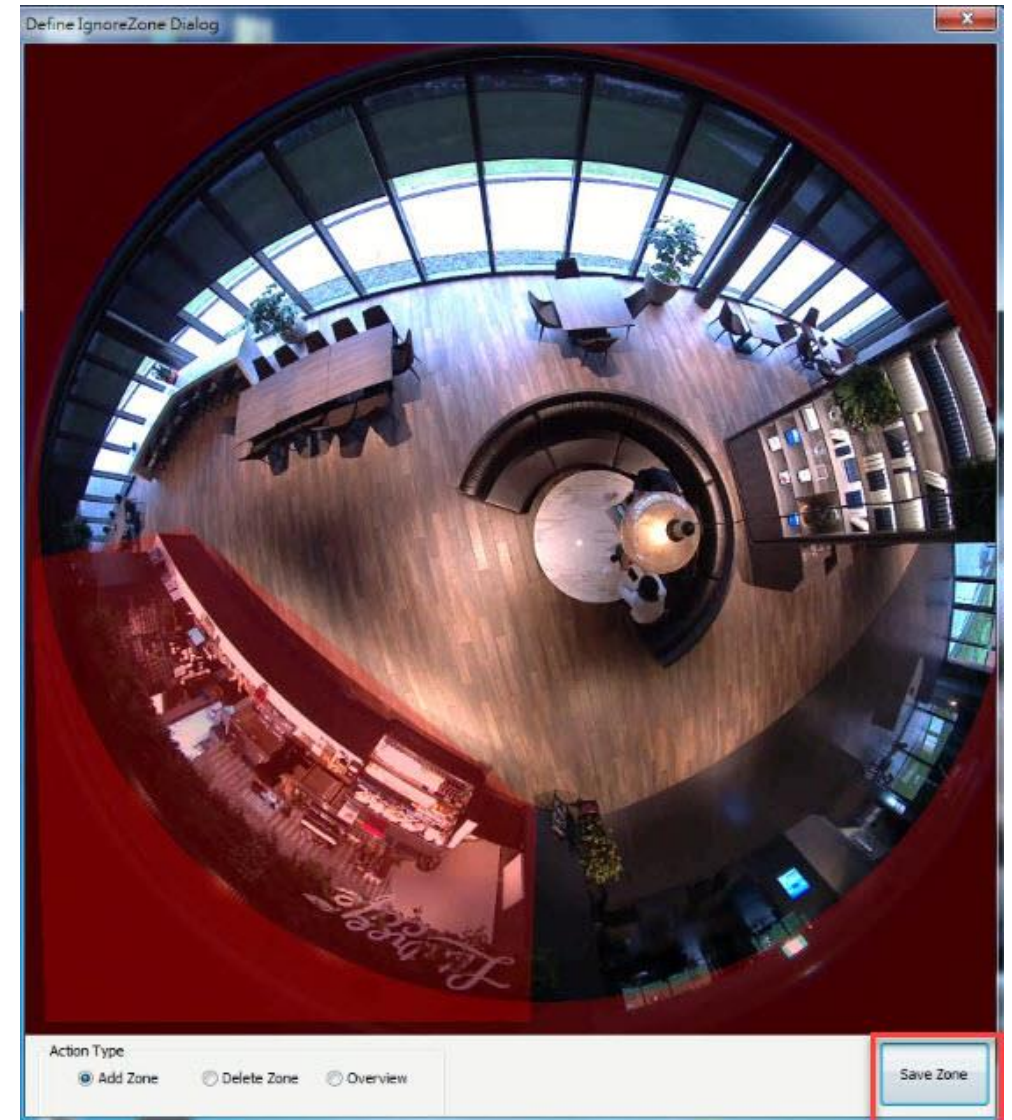
**Note:** Make sure the start and end point will overlap on same position.



# UShop+ Store BI Solution – Setting Camera

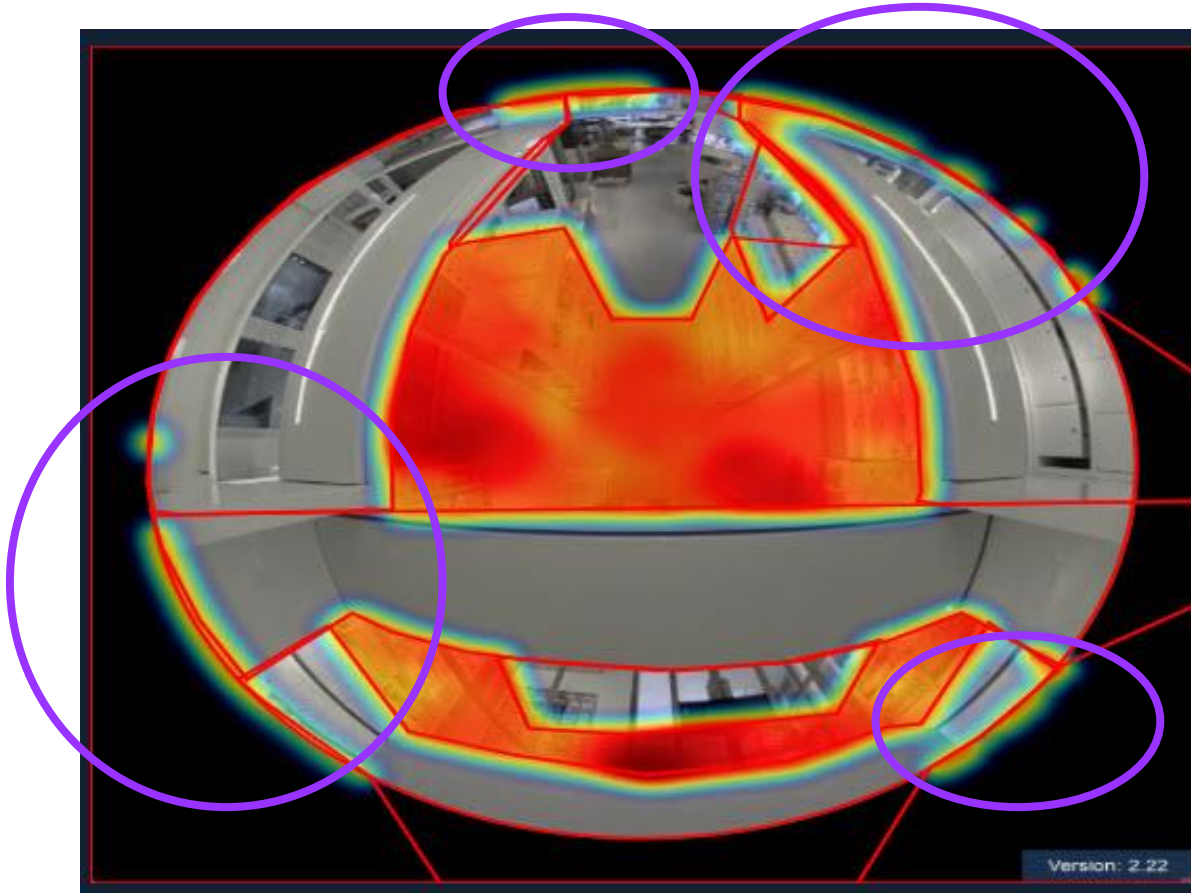
## ➤ Setting Uninteresting Zone

- ◆ After double click, uninteresting area would turn into red, you can click "Save zone" and close the window.





# UShop+ Store BI Solution – Case Study of Uninteresting Zone



## Background

- ◆ Fisheye camera installed in the retail store

## Problem

- ◆ Uninteresting zone didn't draw properly
- ◆ Gaps between uninteresting zone caused the inaccurate heatmap result
- ◆ The roof beam on the view blocked the data collection

## Suggestion

- ◆ Redraw the uninteresting zone
- ◆ Remove the gap between the uninteresting zone

# UShop+ Store BI Solution – Setting Camera

## ➤ Completing Heatmap Setting

- ◆ Click “**Connect to Cloud**” then set if you want to upload data to cloud.
- ◆ Working schedule should be set up on the UShop cloud

The screenshot displays the 'Video Analyzer' web interface. The left sidebar contains navigation menus: 'Source Management' (with 'Video Device'), 'Video Analytics Sensor' (with 'Sensor Setting' selected), and 'Status Report' (with 'Sensor Status'). A large 'OFF' button is visible at the bottom of the sidebar, and the 'ADVANTECH' logo is at the bottom left. The main content area shows the 'Video Analytics Sensor list' table with one entry: Sensor ID 1, Name Heatmap, Type In-Store HeatMap, Module UShop IVACore, CH ID 1, and a 'Connect to Cloud' checkbox. Below the table are dropdown menus for 'In-Store HeatMap' and 'UShop IVACore', and 'Add', 'Edit', and 'Delete' buttons. The 'Working Schedule' section features a calendar grid for dates 1/24 to 1/30 and hours 00 to 23, with all cells highlighted in teal.

Enable	Sensor ID	Sensor Name	VA Sensor Type	Sensor Module	CH ID	Connect to Cloud
<input checked="" type="checkbox"/>	1	Heatmap	In-Store HeatMap	UShop IVACore	1	<input type="checkbox"/>

Date	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
1/24																								
1/25																								
1/26																								
1/27																								
1/28																								
1/29																								
1/30																								

# UShop+ Store BI Solution – Setting Camera

## Starting Analyze

- Click button on left of bottom side to make camera collect data.

The screenshot shows the 'Video Analyzer' interface. The left sidebar contains navigation options: Source Management, Video Device, Video Analytics Sensor, Sensor Setting, Status Report, and Sensor Status. The 'Sensor Status' section is highlighted in teal and contains a large 'OFF' button, which is outlined in red. The main content area shows 'UShop EIS' with a 'Device Status' of 'Online'. Below this is a 'Sensor' table with the following data:

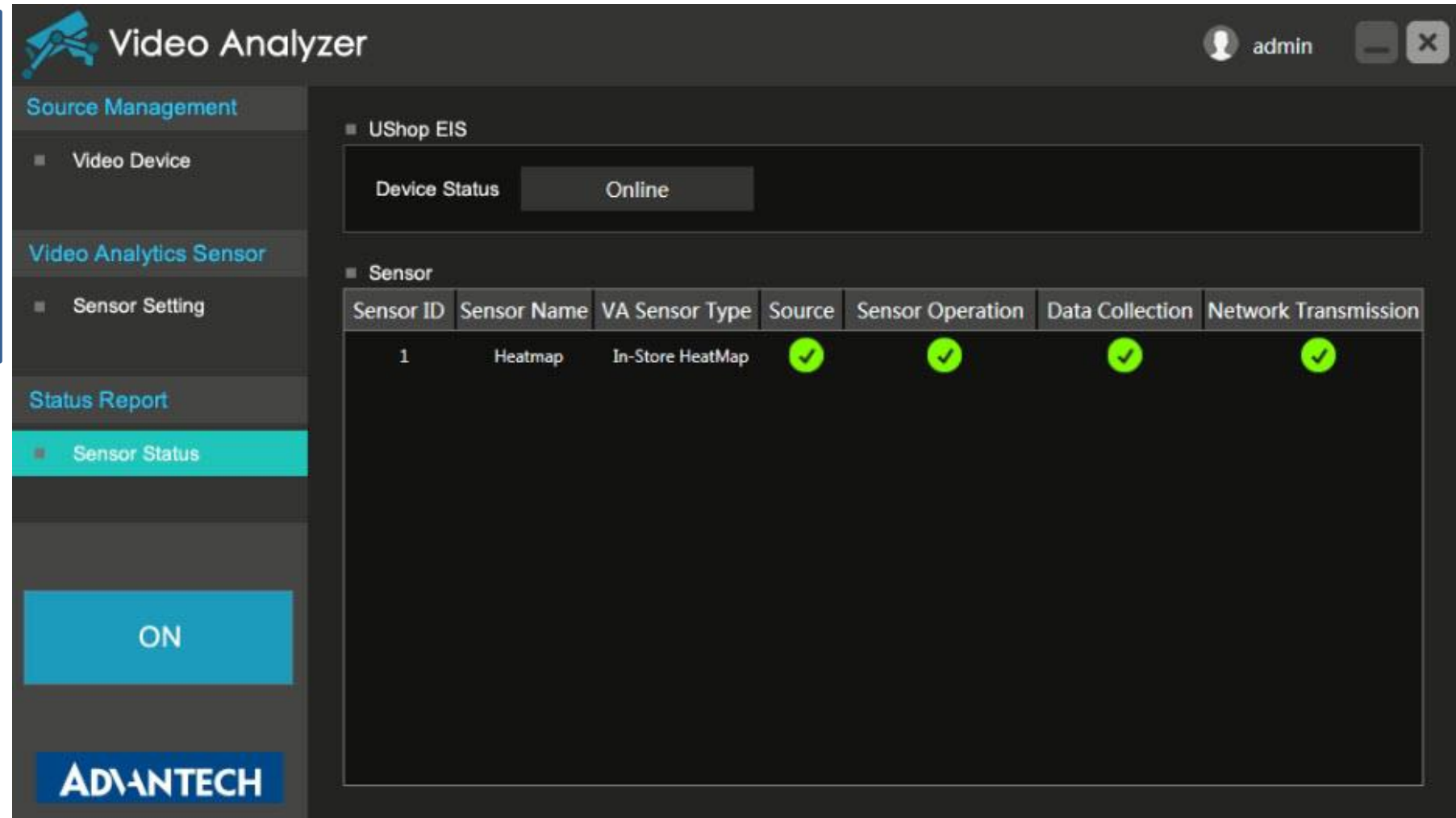
Sensor ID	Sensor Name	VA Sensor Type	Source	Sensor Operation	Data Collection	Network Transmission
1	Heatmap	In-Store HeatMap	✓	✓	✓	✓

The 'ADVANTECH' logo is visible at the bottom of the interface.

# UShop+ Store BI Solution – Setting Camera

## ➤ Getting Camera Status

- ◆ You can have the camera status under “**Sensor Status**” page, the status light would all turn into green around 1 ~ 2 mins.



The screenshot displays the 'Video Analyzer' web interface. The top navigation bar includes the title 'Video Analyzer', a user profile icon for 'admin', and window control buttons. The left sidebar contains several menu items: 'Source Management' (with a sub-item 'Video Device'), 'Video Analytics Sensor' (with a sub-item 'Sensor Setting'), and 'Status Report' (with a sub-item 'Sensor Status'). The 'Sensor Status' item is highlighted in red. Below the sidebar is a large blue 'ON' button and the 'ADVANTECH' logo. The main content area shows the 'UShop EIS' section with a 'Device Status' indicator set to 'Online'. Below this is a 'Sensor' section containing a table with the following data:

Sensor ID	Sensor Name	VA Sensor Type	Source	Sensor Operation	Data Collection	Network Transmission
1	Heatmap	In-Store HeatMap	✓	✓	✓	✓

# UShop+ Store BI Solution – Setting Camera

## ➤ Get the Result

- ◆ Browsing UShop+ after 1~2 hours then get the result on dashboard.





# UShop+ Store BI Solution – EIS Sensor Status

VA Analyzer	Sensors	Descriptions	Figures																				
Inactivated (Off state)	N/A	Nonoperating	<table border="1"> <thead> <tr> <th>Source</th> <th>Sensor Operation</th> <th>Data Collection</th> <th>Network Transmission</th> </tr> </thead> <tbody> <tr><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr> <tr><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr> <tr><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr> <tr><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr> </tbody> </table>	Source	Sensor Operation	Data Collection	Network Transmission	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Source	Sensor Operation	Data Collection	Network Transmission																				
✓	✓	✓	✓																				
✓	✓	✓	✓																				
✓	✓	✓	✓																				
✓	✓	✓	✓																				
Activated (On state)	Sensor has not been activated (Disable state)	Nonoperating	<table border="1"> <tbody> <tr> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table>	✓	✓	✓	✓																
	✓	✓	✓	✓																			
	Sensor has been activated (Enable state), but the cloud service has not been activated.	Only show the lights of the sensor is operating	<table border="1"> <tbody> <tr> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table>	✓	✓	✓	✓																
	✓	✓	✓	✓																			
	Sensor has been activated (Enable state) and the cloud service has been activated.	Operating	<table border="1"> <thead> <tr> <th>Source</th> <th>Sensor Operation</th> <th>Data Collection</th> <th>Network Transmission</th> </tr> </thead> <tbody> <tr><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr> <tr><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr> <tr><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr> <tr><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr> </tbody> </table>	Source	Sensor Operation	Data Collection	Network Transmission	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
			Source	Sensor Operation	Data Collection	Network Transmission																	
			✓	✓	✓	✓																	
✓			✓	✓	✓																		
✓			✓	✓	✓																		
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Source abnormal	<table border="1"> <tbody> <tr> <td>✗</td> <td>✗</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table>	✗	✗	✓	✓																		
✗	✗	✓	✓																				
Sensor operating abnormal	<table border="1"> <tbody> <tr> <td>✓</td> <td>✗</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table>	✓	✗	✓	✓																		
✓	✗	✓	✓																				
Local AMQP operating abnormal	<table border="1"> <tbody> <tr> <td>✓</td> <td>✓</td> <td>✗</td> <td>✗</td> </tr> </tbody> </table>	✓	✓	✗	✗																		
✓	✓	✗	✗																				
Internet abnormal	<table border="1"> <tbody> <tr> <td>✓</td> <td>✓</td> <td>✓</td> <td>✗</td> </tr> </tbody> </table>	✓	✓	✓	✗																		
✓	✓	✓	✗																				
System abnormal	<table border="1"> <tbody> <tr> <td>✗</td> <td>✗</td> <td>✗</td> <td>✓</td> </tr> </tbody> </table>	✗	✗	✗	✓																		
✗	✗	✗	✓																				



*Thank You*

