

PEOPLE COUNTING & RETAIL ANALYTICS

Turn Footfall Into
Business Intelligence



AI-Powered
People Counting



Footfall
Analytics



Heatmaps



Customer
Insights

Measure traffic. Understand behaviour. Optimise performance.



www.apexorient.com

TODAY'S VISITORS
👤 1,248 ▲ +12%
vs. last week

IN-STORE NOW
👤 86 ▼ -8%
Live Occupancy

Great
Products
Brighter
Days



TECH FOR
A BETTER TOMORROW

PEOPLE INSIGHTS
FOR SMARTER
RETAIL DECISIONS

KNOW WHAT HAPPENS BEYOND THE CHECKOUT.

Sales data tells you what customers purchased.
People counting tells you what happened
before the purchase.

Apex People Counting Solutions give retailers real-time visibility into shopper traffic, behaviour and store performance — helping you make smarter decisions and create better customer experiences.



FOOTFALL

Measure customers entering and exiting your store.



CUSTOMER FLOW

Understand how shoppers move through your retail environment.



DWELL TIME

Identify how long customers spend in key areas.



HEATMAPS

Visualise the areas attracting the greatest customer attention.



STORE PERFORMANCE

Compare traffic across locations and time periods.



AI CUSTOMER ANALYTICS

Gain deeper demographic and behavioural insights with our AI Analytics Sensor.



BETTER
SHOPPING
EXPERIENCES
BRIGHTER
BUSINESSES

PRODUCT RANGE

Three Levels of Retail Intelligence

From counting visitors to understanding behaviour and unlocking deeper customer insights.

PC5

3D PEOPLE SENSOR

People Counting +
Lifetime Analytics Software



Accurate
People Counting



Real-time
Statistics



Easy
Installation



Lifetime
Analytics

Key specifications

- 3D people counting
- Real-time entry & exit statistics
- Roof/ceiling installation
- Detection width: up to 5.5 m
- Installation height: 2.3 – 6 m
- DC12V ±10%
- Dimensions: 135 × 65 × 40 mm
- Web & APP reporting
- Lifetime analytics software
- One-time software payment



Ideal for:

Supermarkets • Pharmacies • Retail Stores • Shopping Centres

PC5-T

HEATMAP SENSOR

People Counting +
Heatmap & Dwell-Time Analytics



Count
Visitors



Understand
Movement



Visualise
Heatmaps



Optimise
Store Layouts

Key capabilities

- Customer flow analysis
- Heatmap generation
- Customer route tracking
- Dwell-time measurement
- Commodity/zone partitioning
- Customer count by area
- Average stay duration
- Web & APP reporting
- Lifetime analytics software
- One-time software payment



Ideal for:

Retail stores • Supermarkets • Consumer Electronics
Cosmetics • Department Stores

PC8

AI ANALYTICS SENSOR

AI People Analytics +
Lifetime Software



Count
Visitors



Analyse
Demographics



Group & Visit
Analytics



Business
Intelligence

Key capabilities

- Accurate people counting
- 2MP sensor
- 1920 × 1080 resolution
- Built-in audio pickup
- PoE power
- Standard 12mm lens
- Optional 6mm / 8mm / 16mm lenses
- Gender analysis
- Age-group analysis
- Group/visit statistics
- AI-powered customer analysis
- Web / APP reporting
- BI large-screen reporting
- Custom sample database support
- Lifetime analytics software



Ideal for:

Supermarkets • Consumer Electronics • Cosmetics
Department Stores • Pharmacies • Shopping Centres

PC5 | 3D PEOPLE COUNTER

Accurate. Simple. Powerful.

The PC5 provides reliable real-time measurement of customers entering and leaving a retail environment.



REAL-TIME COUNTING

Automatically track customer entry and exit activity.



INTELLIGENT DETECTION

Human-body contour recognition helps reduce duplicate counting and missed detections, particularly in busy environments.



WEB + APP

Access reports and analytics remotely.



LIFETIME PLATFORM ACCESS

No recurring software licence fee. No locked capabilities.



INSTALLATION

Designed for ceiling/roof installation.



Technical Specifications

PC5

Basic parameters

Image Sensor	1/4" CMOS Sensor
Resolution	640°400@25fps
Frame rate	1-25fps
Angle of View	100°Horizontal × 75°Vertical

Functions

Installation Method	Ceiling/Hoisting Installation
Install height	2.3m ~ 6m
Detect range	1.3m ~ 5.5m
System feature	Built-in video analysis intelligent algorithm, support real-time statistics of the number of passengers in and out of the area, can exclude the background, light, shadow, shopping cart and other stuff.

Accuracy	>98%
Network Protocols	IPv4, TCP, UDP, DHCP, RTP, RTSP, DNS

Interfaces

Ethernet	1×RJ45, 1000Base-TX
Power port	1×DC 5.5 × 2.1mm

Environmental

Operating Temperature	0°C ~ 45°C
Operating Humidity	20% ~ 80%
Power	DC12V ±10%, not higher than 12V
Power Consumption	≤7.2W

Mechanical

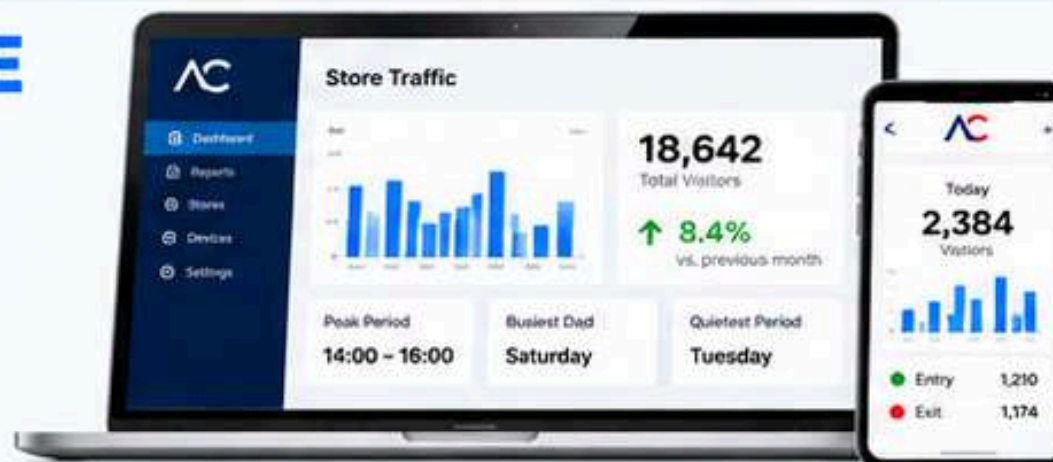
Weight	0.3Kg (Package included)
Dimensions	135.2 × 65 × 43.3 mm
Installation	Roof installation

APEX REPORTING AS A SERVICE

TURN DATA INTO DECISIONS

Your PC5 continuously generates valuable customer traffic data. Apex Reporting as a Service transforms this data into clear reports, trends and actionable insights — helping you optimise operations, improve customer experience and drive business growth.

GET ACTIONABLE INSIGHTS →



AUTOMATED REPORTS

Scheduled weekly and monthly traffic reports.



MANAGED INSIGHTS

Expert analysis with observations and recommendations.



ENTERPRISE INTELLIGENCE

Multi-store benchmarking, executive reporting and customised business intelligence.



PC5-T | HEATMAP & DWELL-TIME SENSOR

See Where Your Customers Go.

Counting customers is only the beginning. PC5-T allows retailers to understand where customers move, where they stop and which areas attract attention.



CUSTOMER HEATMAPS

Visualise customer movement across defined areas.



DWELL TIME

Measure how long shoppers remain within specific zones.



ZONE ANALYTICS

Create multiple product or merchandising zones and measure traffic within each.



CUSTOMER ROUTES

Understand how shoppers navigate your store.



CROSS-MERCHANDISING INSIGHTS

Identify areas where customer traffic is strong—or where merchandising may need improvement.



LIFETIME SOFTWARE INCLUDED

One-time device purchase with lifetime analytics software.



Technical Specifications

PC5-T

Basic parameters

Image Sensor	1/4° CMOS Sensor
Resolution	1280×800@25fps
Frame rate	1~25fps
Angle of View	140°Horizontal × 120°Vertical

Functions

Installation Method	Ceiling/Hoisting Installation
Install height	1.9m~3.5m
Detect range	1.1m~9.89m
System feature	Built-in video analysis intelligent algorithm, support real-time statistics of the number of passengers in and out of the area, can exclude the background, light, shadow, shopping cart and other stuff.

Accuracy	>98%
Network Protocols	IPv4, TCP, UDP, DHCP, RTP, RTSP, DNS, DDNS, NTP, FTP, HTTP

Interfaces

Ethernet	1×RJ45, 1000Base-TX
Power port	1×DC 5.5 × 2.1mm

Environmental

Operating Temperature	0°C~45°C
Operating Humidity	20%~80%
Power	DC12V±10%, not higher than 12V
Power Consumption	≤4W

Mechanical

Weight	0.46Kg (Package included)
Dimensions	143 × 70 × 40 mm
Installation	Ceiling installation

TURN FOOT TRAFFIC INTO OPPORTUNITY.

Understand customer behaviour. Optimise store layouts. Increase sales.



Optimise
Store Layouts



Improve
Merchandising



Increase
Conversion Rates



Drive
Business Growth

PEOPLE INSIGHTS
FOR SMARTER
RETAIL DECISIONS



PC8 | AI CUSTOMER ANALYTICS

Go Beyond Counting.

PC8 adds AI-powered analysis to conventional people counting, giving you a deeper understanding of your customers.



PEOPLE COUNTING

Measure customer traffic accurately.



AGE ANALYSIS

Understand customer age groups.



GENDER ANALYSIS

Analyse visitor demographics.



GROUP VISITS

Identify group-based customer visits.



AI ANALYTICS

Transform captured data into actionable customer insights.



WEB + APP + BI

Access reports through Web, App and BI large screen.

TURN CUSTOMER BEHAVIOUR INTO OPPORTUNITY.

AI-powered insights to optimise store layouts, improve merchandising and drive sales growth.



www.apexorient.com



Increase
Conversion Rates



Optimise
Store Layouts



Understand
Your Customers



Drive
Business Growth



SMARTER
INSIGHTS.
STRONGER
BUSINESSES.

Technical Specifications

PC8

Camera

Sensor	200 Megapixel 1/2.8" Progressive Scan
Lens	12mm Fixed focus F=1.6 FOV-H: 33°
Min. Illumination	Color : 0.002Lux @(F1.6, AGC ON)
Shutter	1~1/30000s
Signal to Noise Ratio	≥ 57 dB
White Balance	Automate
Gain Control	Automate
DNR	3 D-DNR
WDR	Support

Video

Coding Format	H.264 Base Line Profile / Main Profile / High Profile
Resolution	1920 × 1080
Video Frame Rate	1~25fps
Video Bitrate	64 Kbps ~ 16 Mbps
Multi-Stream	Dual Stream
Subtitle	Time, Date, Subtitles Display, Support Configuration
Image configuration	Configurable Brightness, Contrast, Saturation, Sharpness, Mirroring

Network

Network Protocol	TCP/IP, ICMP, HTTP, DHCP, RTSP
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System

System Recovery	Support
Heartbeat Function	Support
Security	Multi-level user management with password protection

People Counting

Accuracy	≥95% (Test Environment)
Library Storage	30,000 Pics
Detection Density	30 Pics

External Interface

Network Interface	1 × RJ45, 10Base-T/100Base-TX, POE
Power	Non

Environment

Temperature	-25°C ~ 55°C
Humidity	10% ~ 85% (No Condensation)
Power Supply	POE
Wastage	≤ 5 W

Physical

Weight	Device ≤0.15kg, With Packing ≤0.4kg
Dimensions	Diameter 82 × 31.4 mm
Installation	Ceiling Installation

RETAIL APPLICATIONS

One Platform. Multiple Retail Applications.

PEOPLE
INSIGHTS
FOR SMARTER
RETAIL DECISIONS



SUPERMARKETS

Measure store traffic, identify peak periods and optimise staffing.



CONSUMER ELECTRONICS

Understand customer engagement around high-value product zones and displays.



COSMETICS & BEAUTY

Measure traffic around promotional displays and product categories.



PHARMACIES

Understand visitor patterns and optimise customer service.



DEPARTMENT STORES

Compare traffic across departments and zones.



SHOPPING CENTRES

Monitor visitor volumes across entrances and high-traffic areas.

From Footfall to Action



COUNT

Capture accurate visitor data.



ANALYSE

Turn data into meaningful insights.



UNDERSTAND

Discover customer behaviour and trends.



OPTIMISE

Make smarter decisions and drive growth.



SMART RETAIL SOLUTIONS FOR A BRIGHTER TOMORROW

People Insights for a Smarter Retail Future.

Transform the way you understand your customers with AI-powered retail intelligence.



MORE
INSIGHTS



BETTER
DECISIONS



STRONGER
BUSINESSES



BRIGHTER
TOMORROW

LET'S BUILD SMARTER RETAIL TOGETHER.

→ GET IN TOUCH TODAY



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PEOPLE
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