

# Counting your customers



to maximise your  
performance





# TCS Instruments TCS Ins

## Who is TCS?

Established in 1971, TCS has grown into a national company with locations in most major cities. We aim to serve the people and vehicle counting industry with professional service and innovative products at an affordable price.

With entry-level solutions to suit the small business through to Wide Area Networked solutions to suit a multi-location corporation, TCS has the right solution to suit your requirements and budget.



## Benefits TCS has brought to the Entertainment Industry

- Population Analysis
- Venue Comparisons
- Peak Period Analysis
- Historical Comparisons
- Trading Hours Management
- Rostering and Staff Management
- Effectiveness of Marketing and Promotions

Count for your future Count for

## Counting options

### Horizontal Sensing

The sensor is installed at the side of the entrance to horizontally sense passing traffic.

### Overhead Sensing

The sensor is installed above the entrance to vertically sense traffic passing below, much like an invisible curtain.

### Video Sensing

A proprietary camera is installed directly overhead, constantly monitoring the entrance. Because it is the most accurate method, it is capable of counting people within groups. Bi-directional counting is also a standard feature.

## Multi-venue networking

Do you have more than one venue?  
Are these venues networked?

We can centralise all of your counting data at your head office. Why?

- To run venue comparison management reports at the click of a button.
- To avoid manual merging of multi location data.
- To give you real-time information on your customers as it happens.

# effective traffic monitoring



## Solutions to suit all applications

### All-in-One

The integrated sensor and counter is installed at each entrance as a single discrete unit.

### Remote Display

The sensors are installed at each entrance with the counters located in another location within the venue, such as the management office.

### Computerised

All counts are stored on your computer in a database. Our software gives you the ability to generate a wide variety of management reports and graphs.



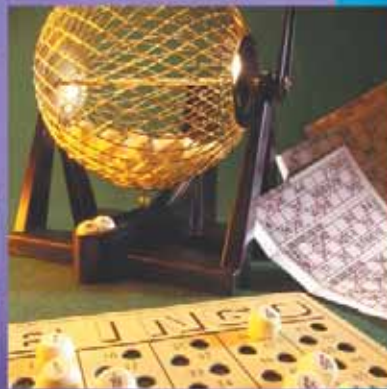
Determine peak trading times

Analyse customer to staff ratios

Provide better customer service

Evaluate the performance of your venue

Understand the effects of various advertising



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### Locations in:

- Sydney
- Newcastle
- Wollongong
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- Perth
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