

# Counting your customers



to maximise your  
store performance



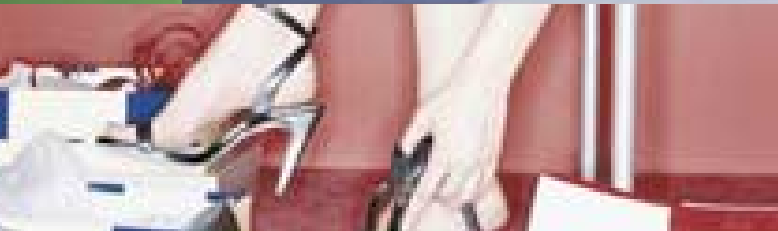


# TCS Instruments TCS Ins

## 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-branched corporation, TCS has the right solution to suit your requirements and budget.



Monitor  
your  
customer  
flow

## Benefits TCS has brought to the Retail Shopping Industry

- Population Analysis
- Branch Comparisons
- Historical Comparisons
- Sales Conversion Rates
- Average Spend Analysis
- 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.

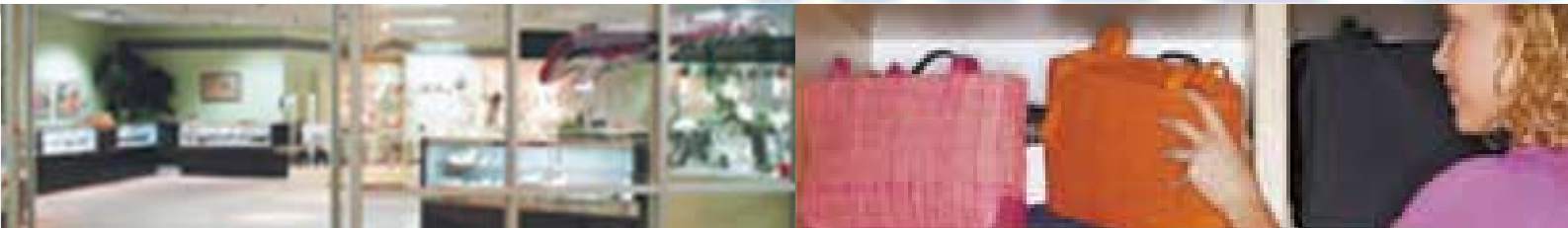
## Multi-store networking

Do you have more than 1 store?  
Are these stores networked?

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

- To run branch 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 shoppers as it happens.

# effective traffic monitoring



## Solutions to suit all applications

### All-in-One

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

### Remote Display

The sensor is installed at the entrance with the counter located in another location within the business, such as the service counter or 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.



