ShopperTrak
Retail Intelligence

Orbit Technology Monitors Traffic with Precision

The most accurate and most popular customer traffic counter in the industry, ShopperTrak's ***Orbit*** utilizes an on-board video sensor with high speed processing components to unobtrusively track customer's movements. ***Orbit*** provides the precise data on customer entrance and exit activity that allows your business to make the strategic decisions necessary to improve store performance.

Orbit's technology features the ability to distinguish between ingoing and outgoing shopper traffic, count side-by-side traffic and differentiate between adults and most small children. Additionally, ***Orbit*** timestamps each record, enabling the breakdown of data to any desired time increment.

Through the utilization of multiple ***Orbit*** sensors, store managers can also tell how many people pass within 15 feet of their store location and compare it to how many entered.

- Easy, unobtrusive overhead mounting
- Small size. The unit measures just four inches square by one inch deep
- Battery-protected memory and parameter settings
- Counting zone scalable for each unit
- Low maintenance
- Ability to automatically adjust to changing store conditions
- Industry-standard Category 5 cabling
- Turnkey installation services available worldwide
- Remote system management
- Upgradeable and scalable hardware and network
- Real-time or batch delivery of data
- IP, modem, and/or direct connection for direct data retrieval
- Report subscription services available via the Internet
- Traffic integration with POS data
- Compatibility with ShopperTrakRCT's Retail Intelligence software, for desktop business performance analysis
- Compatibility with third-party retail software
- No separate processing device required
- Ability to network up to 254 units to cover large areas
- Multiple zones with each unit
- Deadzone configurable
- Built-in self diagnostics

MADE IN THE U.S.A.