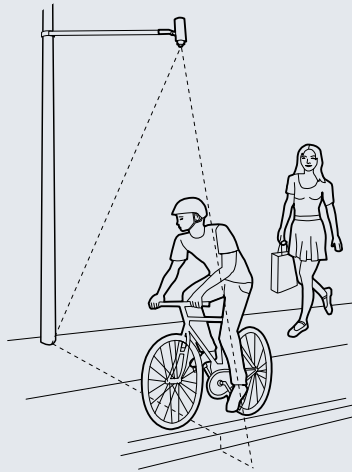Cognimatics® is the global leader in embedded video analytics. The company offers effective and innovative imaging products for the retail and transportation sectors.

COGNIMATICS

When an image is not just an image

TrueView *Bicycle®*

THE BICYCLE IS ONE OF THE MOST EFFICIENT VEHICLES in terms of road space, parking space, fuel consumption and emission, making increased bicycle traffic of vital importance for policy makers. A growth in bicycle use can reduce the need for expensive new road infrastructure. With an ever increasing number of communities around the world that are adopting pedestrian and bicycle plans, conducting walking and bicycling safety audits and emphasizing the need for cost-effective, low-emission transportation options, there is a greater need for pedestrian and bicycle traffic data.

BASED ON COGNIMATICS' PATENT PENDING TECHNOLOGY for video analytics, TrueView *Bicycle®* offers cost efficient, scalable, and easy-to-install bicycle and pedestrian counting. It is a powerful stand-alone counting application embedded directly in Axis IP cameras, letting users leverage existing IP networks. All counting is done locally on the camera dramatically reducing Ethernet bandwidth requirements. The complete solution is easily installed in an existing local area network and configuration can be done at any physical location using a standard web based interface.

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TrueView *Bicycle*®

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BENEFITS FROM BICYCLE AND PEDESTRIAN COUNTING

Use your precise knowledge about traffic statistics to:
• Improve the cycling infrastructure development and planning.
• Follow and analyze trends in cycling traffic activity.
• Promote cycling both externally and within your organization.

P3364-VE (6 mm lens) equipped with TrueView Bicycle offers an unmatched standalone pedestrian and and bicycle counting solution, not requring any additional hardware.

TrueView Web Report® helps you store and analyze traffic data over time.

REPORTING

TrueView *Bicycle*® **lets you view important statistics like:**
• number of pedestrians bidirectionally
• number of cyclists bidirectionally

Data is updated in real time by logging into the camera via your web browser. It does not require any additional software, however with the additional software package **TrueView** *Web Report*® you get a powerful statistics tool that works seamlessly with **TrueView** *Bicycle*®. It helps you analyse pedestrian and cyclist data, manage multi-location pedestrian and cyclists counting and export data to compare with other data that is relevant for your operations for example daily weather conditions.

SYSTEM OVERVIEW

TrueView *Bicycle*® is an automated stand-alone, two way bicycle and pedestrian traffic counting system for overhead mounted cameras, that is powered by Cognimatics leading patent pending image processing software.

The installation is so easy that it can be performed and maintained by your own staff. When not running **TrueView** *Bicycle*® cameras can also be used for standard purposes, like for example surveillance. Furthermore, accessing the camera over IP is very cost efficient for maintenance, where you can manage camera and people counting remotely.

TrueView *Bicycle*® runs directly on your Axis IP camera, and data can be retrieved for analysis on timed intervals. The software is modular and completely autonomous with all counting done on the camera's CPU, requiring no dedicated PC, no inductive loops and no costly pavement work. Manage, analyze and view data from any number of units and from multiple sites, using **TrueView** *Web Report*®.

CONTACT INFORMATION
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ABOUT COGNIMATICS
Cognimatics, the leader in Cognitive Vision, has its roots at the Mathematical Department at Lund University, Sweden. With a team of world leading researchers from the field of Video Analytics, Cognimatics' technology rests on a sound scientific foundation.

COMPANY MISSION
Cognimatics works in close cooperation with the university to take new results from research to the market efficiently.

VIDEO ANALYTICS
Video analytics is a field of research, where the goal is to teach computers to interpret image streams intelligently like humans do. Cognimatics, the global leader in embedded video analytics, is dedicated to providing efficient and innovative imaging products the retail and transportation sectors.

FEATURES
• No inductive loops or costly pavement work is required.
• Automatically separates between bicycles and pedestrians.
• Two way counting: Counts bicycle and pedestrians moving in two directions simultaneously.
• Accurate counting even under high density traffic conditions.
• Fully embedded software for standard network camera.
• 100 % IP - cost efficient, scalable, maintainable and future proof.

• Built in graphs in the camera web interface.
• Seamless integration with TrueView Web Report®.
• Easy to install and setup.
• Maintain system remotely over IP, set and monitor parameters, download or stream video.
• Push counting data automatically from camera to **TrueView** Web Report®.
• Unlimited number of cameras to a site or portfolio of sites when combined with **TrueView** Web Report®.
• Leading digital image processing

minimizes shadow and reflection problems.
• Open protocol lets you integrate with data from other systems.

SPECIFICATIONS
• Fully embedded
• Minimum height over ground: 3 meters
• Width: See manual
• Platforms: P3364-VE or P3364-LVE 6 mm lens

www.cognimatics.com