

## SenSource Introduces Its First Wi-Fi Enabled Counter

### FOR IMMEDIATE RELEASE

YOUNGSTOWN, OH, September 18, 2009 - SenSource is proud to announce the release of the first battery-powered Wi-Fi enabled people counter. Use an existing Wi-Fi network and connect multiple sensors at multiple facilities with the innovative PC-TB12N-W, Wi-Fi Photoelectric People Counter. SenSource is the only company now offering a Wi-Fi enabled counter for a complete low-cost wireless solution. The Wi-Fi capability reduces the need for additional hardware by using the existing Wi-Fi network to collect traffic monitoring data. For example, a network of Wi-Fi enabled stores using the SenSource Wi-Fi People Counter System can now transmit customer traffic data directly to one headquarter location. Using SenSource Veia Software, headquarters can easily combine POS data with customer traffic data to effortlessly analyze traffic and sales conversion ratios.

The Wi-Fi Wireless People Counter installs in minutes and accommodates a variety of entry styles by offering both front and side-firing options. Its new sleek design is available in a black or a light gray enclosure to blend aesthetically at the entrance. This innovative product is comprised of a two-part break-beam system that covers openings up to 40 feet wide. The selectable group counting feature can be used to count a group as one unit, rather than counting each individual, to better meet your tracking needs.

This people counter is also available for use as a stand-alone system without the Wi-Fi integrated transmitter. [Additional information on this counter is available on our website.](#)

SenSource is an Ohio-based privately-held technology company providing a variety of people and vehicle traffic monitoring systems along with environmental sensing devices since 2002. Designed to operate in both small and large scale business environments, SenSource's traffic monitoring systems are currently employed in over 40 countries in retail, casino, entertainment, library and government entities. More information on SenSource is available at <http://www.sensourceinc.com>.

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