SenSource Adds 3D Video Technology to People Counter Product Suite

FOR IMMEDIATE RELEASE

YOUNGSTOWN, OH, February 2, 2012 -SenSource is pleased to announce the addition of the PC-VID2, a 3D stereovision Video People Counter to its suite of traffic monitoring solutions. In addition to continuing the SenSource high accuracy standard, this new product provides queue management for retailers and other industries.

"We have already had great success with this new product, using it at both the National 9/11 Memorial as well as Haggar Clothing Stores. With the PC-VID2, we can now provide our clients with more tools to operate more efficiently and profitably by measuring queue lengths, wait time and service time," Joseph Varacalli, President, SenSource Inc.

Like the SenSource IP Thermal Imaging camera, the Video Counter uses TCP/IP connectivity to communicate traffic data while using the advantage of Power over Ethernet (POE). It sorts and omits objects based on height, shape and size such as children, shopping carts or strollers. In addition to having a 95-98% accuracy rating, the camera is remotely configurable with video validation and is efficient to install.

Using the queue management features, the PC-VID2 collects and analyzes queue length, wait time and transaction time in real time, allowing clients to reduce queue abandonments, act when line and wait time thresholds are reached, identify needs in staff scheduling and capitalize on shopping trends and habits.

SenSource is an Ohio-based privately-held technology company providing a variety of people counting 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 systems are currently employed in over 40 countries in retail, casino, entertainment, library, government and healthcare entities. More information on SenSource is available at http://www.sensourceinc.com.

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