



3890 Oakwood Ave.
Youngstown, OH 44515-3033
Phone: (800) 239-1226
US Fax: (877) 517-2586
Intl. Fax: (858) 300-5327
www.sensourceinc.com

FOR IMMEDIATE RELEASE

New Traffic Counting Solution from SenSource for Tight Budgets

New people counting device bridges the price gap between low-end break beam sensors and top of the line people counting technologies to reach a large underserved market for people counting applications.

Youngstown, Ohio – September 2016

Designed by SenSource, the new C-cam people counting device is the only system like it in the industry. For the first time, a low-cost, video-based people counting system is available on the market to bridge the gap between low-end break-beam sensors and top of the line technologies giving customers an accurate and affordable system packed with features previously only available on the most expensive systems.

“We’re excited to add the C-cam to our fleet of people counting solutions. We pride ourselves on offering a variety of technologies to meet our customer’s needs. The C-cam is just another way we’re fulfilling our mission to help our clients make better decisions by providing affordable, innovative tools necessary to make measurable business improvements,” explains SenSource President, Joe Varacalli.

In business since 2002, SenSource is well versed in the variety of people counting applications amongst various industries and understands that the top of the line system with advanced features isn’t the best fit for every application. The C-cam is cost conscious while providing the same core features customers love about the top of the line systems. These core features include video technology, directional count data, multiple count zones, video validation, 90%+ accuracy and integration with SenSource Vea cloud platform.

The C-cam uses single-lens video technology and SenSource advanced algorithms to accurately count people walking within the detection zone while distinguishing entrance and exit traffic separately. Multiple count zones can be defined within the detection area to track a variety of traffic patterns. Data is communicated and power is received over a PoE connection, making the C-cam much more reliable than battery-powered break-beam systems. The C-cam’s video feed is also used to assist in calibrating the system and validating its accuracy. Industry standard data push formats, XML and JSON, are used to communicate data to SenSource’s Ve Analytics Software or to a customer’s application for seamless data integration. The C-cam can also be used as a standalone counter using its on-board reporting features.

SenSource is offering the C-cam as an affordable turnkey solution, bundling everything customers need to start collecting accurate traffic data to make better business decisions. The C-cam system includes hardware, installation services and a year of hosted data services, Ve Analytics Software and technical support. Contact SenSource for additional information at 855-828-5900 or www.sensourceinc.com.

About SenSource, Inc.

SenSource is a Youngstown, Ohio based, privately-held technology company providing a variety of business intelligence solutions since 2002.

###