

SenSource Introduces Its First TCP/IP Thermal Imaging Counter

FOR IMMEDIATE RELEASE

YOUNGSTOWN, OH, January 22, 2010 -SenSource is pleased to introduce the most innovative and accurate addition to their extensive array of [people counting](#) products. The new [Thermal Imaging Counter](#) with TCP/IP Connectivity allows for even greater accuracy of counting, more flexibility for entryways and decreased hardware at the facility/store level.

With accuracy tested in the range of 95-98%, SenSource Thermal Imaging Traffic Counters with TCP/IP Connectivity include several new configuration settings ensuring high accuracy for [traffic monitoring](#). The sensitivity adjustments have been improved to increase detection of different individuals within groups entering or exiting an entryway. New count modes have been added to better analyze traffic patterns within the detection area. These new features provide accurate counts by eliminating false detection in scenarios such as traffic entering a vestibule but not completely entering into the store. New settings have also been added to further eliminate false counts from environmental air currents. These new features also allow clients to monitor specific patterns within the detection area. The counter can avoid greeters or congregation points like a display within the sensor's detection area.

By using TCP/IP protocol, the amount of hardware needed at the store level is also decreased. This represents a significant cost savings for multiple location installations. TCP/IP protocol also allows for remote configuration to set-up and adjust all detection settings of the counter, decreasing on-site technical time.

True to all SenSource Thermal Imaging Counters, the TCP/IP counter can be used in a linked configuration to cover a sensing area of up to 100 feet wide while still being tracked as a single entryway. Mounted above the entryway, this system is ideal for wide openings and substantial traffic areas such as those found in retail store locations and large libraries. Overhead mounting reduces the risk of tampering or accidental reset as opposed to doorway mounting.

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 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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