

Brickstream® 3D Gen 2

3D Analytics Sensor for capturing and analyzing business intelligence data



The **Brickstream® 3D Analytics Sensor** captures and analyzes data on people counts, queue lengths/wait times, presence detection, and service arrivals/service times. These valuable metrics can reveal meaningful and actionable information on employee and customer behavior to improve customer service, optimize labor, increase revenues, and improve overall customer experience. The Gen 2 sensor features increased coverage, integrated mounting, and backward compatibility.

The Brickstream business analytics are part of a complete March Networks® Searchlight™ solution, and the Brickstream sensor is fully integrated with the March Networks 8000 and 9000 Recorders.



Key Benefits

- ▼ **Industry-leading business analytics.** The sensor provides highly accurate, reliable data on number of enters and exits, queue lengths and wait times, service arrivals and service times, and transactions being conducted without a customer present.
- ▼ **Part of the March Networks Searchlight solution.** View Brickstream analytics data in Searchlight's easy-to-use reporting dashboards to gain valuable insights into customer behavior and employee performance.
- ▼ **3D stereo sensor.** The unit's two lenses ("stereo view") provide accurate metrics, even in high traffic, complex environments, and significantly reduce the false positives from shadows, black floors, reflections, etc.
- ▼ **One-click auto calibration.** The sensor automatically knows its installation height, and the process of setting up the analytics is simple and precise.
- ▼ **Height filtering.** Children can be included in, or excluded from, the count.
- ▼ **No false counts from shopping carts.** Based on height/mass information, you can exclude things like shopping carts and strollers from your count.
- ▼ **Analytics at the edge.** Capturing and processing analytics via the sensor, as opposed to on a server or in the cloud, provides real-time, accurate analytics, without degrading server performance or compromising bandwidth.

Gain meaningful insight on occupancy, speed of service, and queue lengths/wait times by capturing and analyzing accurate business intelligence data.

Brickstream 3D

Incorporate Brickstream data capture into Searchlight's Business Analytics

Presence Detection Metrics: Transactions being conducted without customer present

With Searchlight you can learn:

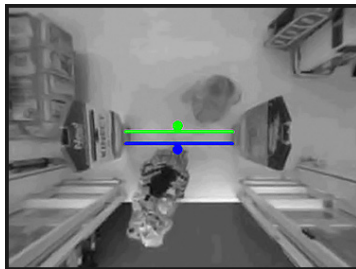
- Which kinds of transactions, e.g., refunds, voids, etc., are being conducted with no customer present, and whether or not they were valid
- Which of your locations and/or employees have the highest number of no customer present transactions



Count Metrics: Enters and exits

With Searchlight you can learn:

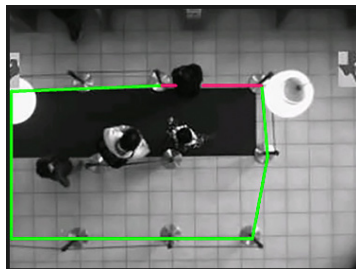
- Peak and low customer periods
- Which location/entrance has the most/least traffic
- Which location converts the most shoppers into buyers



Queue Metrics: Queue lengths and wait times

With Searchlight you can learn:

- The number of people in line and how long each has been waiting
- When the maximum wait time has been exceeded
- Whether there are too many, or too few, people in line



Service Metrics: Service arrivals and service times

With Searchlight you can learn:

- How long it takes customers to be served once they reach the counter or teller window
- Average customer service speed
- Percentage of customers who waited for longer than the acceptable wait time



GENERAL

Power	Maximum 6W, PoE (Class 2)
Operating Temperature	32° F to 113° F (0° C to 45° C)
Storage Temperature	-22° F to 149° F (-30° C to 65° C)
Memory	512 MB RAM
Micro SD Support	8GB microSD card
Operating System	Linux

NETWORK

Cabling	Category 5e
Ethernet	Single Channel 10/100/1000 Mb Ethernet
Addressing	DHCP or Static IP
Protocols	TCP/IP, DHCP, HTTP Proxy
Time Synchronization	SNTP, Daytime Protocol, Proprietary
Data Delivery	HTTP, SMTP, FTP
Secure Data Delivery	HTTPS, FTPS
Software Upgrade	TFTP, HTTP, HTTPS

PACKAGING

Device Dimensions	2.3 x 6.4 x 1.6 inn (59 x 162 x 40.5 mm)
Lens Options	2.5mm for mounting height 7 - 23 feet (2.2 - 7m) 6.0mm for mounting height 19 - 46 feet (6 - 14m)
Enclosure	Plastic; available in white and black
Ceiling Mount	Base of 2-part case attaches directly to ceiling for surface mount Base also offers 1/4"-20 threaded mount for external mount or pole
Weight	0.55 lb (0.25 kg)
LEDs	2 tri-state status indicators

ORDERING INFORMATION

37381-101	2.5mm lens for mounting heights of 7-23 feet (2.2-7m), with integrated mount
37381-102	6.0mm lens for mounting heights of 19-46 feet (6-14m), with integrated mount



To learn more about Brickstream's 3D technology, please visit their web site at www.brickstream.com

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