



BRICKSTREAM® 2D SMART DEVICE

PRODUCT DESCRIPTION

The Brickstream 2D is the low-cost hardware platform in the Brickstream smart analytics device family. When price is a premium, the 2D single lens camera provides accurate customer counting in indoor environments with low to medium traffic volumes and consistent lighting. The 2D device is fully compatible with the Brickstream 3D and Brickstream LIVE, providing a migration path and mixed device deployments when required. Traffic data for up to six areas of interest is collected in real-time and streamed from the device for intra-day reporting and alerting. Data is packaged in XML messages and delivered to in-store or data center servers over a variety of delivery mechanisms.

ADVANTAGES

The Brickstream 2D smart device offers multiple advantages over traditional data collection devices and video analytic platforms. Integrated digital I/O and 485 support enable integration with pulse/relay based counters and data collectors, as well as the ability enhance to Electronic Article Surveillance (EAS) systems with alarm filtering and power management capabilities. Integrating video analytics and data management at the edge reduces total cost of ownership by eliminating the need for additional computers or data collection devices. An integrated web server enables complete configuration and management via standard web browsers either locally at the store or remotely over a WAN. The system scales by simply adding additional devices to the network.

Industry standard 802.3af Power-over-Ethernet is supported to facilitate utilization of existing networking infrastructure and network management tools.



Built-in analytics
Superior data capture



KEY FEATURES

- Collects and stores counting metrics at one minute granularity
- IP addressable, enabling remote management and support, including software upgrades
- No additional in-store devices required for data collection and delivery
- Simple, intuitive web interface provides full device configuration and management capabilities
- Easy, unobtrusive, overhead mounting with support for oblique views
- Supports scheduled streaming digital video output for remote data validation
- Flash memory stores configuration settings and 10 days of data.
- Data packaged in XML packets and delivered over HTTP/HTTPS, FTP/FTPS, or daily e-mail
- Real-time data delivery
- Digital I/O and RS-485 support
- Fully compatible with Brickstream 3D and Brickstream LIVE smart devices
- Digital IO for external device and system integration



PACKAGING	
Device Dimensions	2.8" x 3.5" x 1.75" 71mm x 88mm x 45mm
Lens Options	Standard 2.0mm lens supporting mounting heights from 8 feet to 20 feet
Enclosure	Plastic Colors: white or black
Field Upgradeable	Supports software upgrades over TFTP
Power	Maximum 3.8Watts Power-over-Ethernet Class 1 or 24 Volts DC external
Weight	0.2 pounds / 0.1 kg
LEDs	3 tri-state (red, amber, green)
NETWORK	
Cabling	Category 5e
Ethernet	Single channel 10/100Mb Ethernet
Addressing	DHCP or Static IP
Protocols	TCP/IP, DHCP
Time Synchronization	SNTP, Daytime Protocol, Proprietary
Data Delivery	HTTP, SMTP, FTP
Secure Data Delivery	HTTPS, FTPS
Software Upgrade	TFTP

ABOUT BRICKSTREAM®

Brickstream is a leading provider of behavior intelligence solutions for understanding human behavior in the places where people shop, gather, work and play. Brickstream's technology intelligently captures and analyzes data related to the actions of people as they enter, move through and exit an environment, delivering the equivalent of clickstream analytics for the brick-and-mortar world and surveillance to improve security. Premier retailers, grocery chains, hospitals, banks and others use Brickstream to understand more about their customers and visitors, and draw on the insight gained to enhance customer service, optimize resources, reduce loss, enhance security and maximize economic opportunities. Headquartered in Atlanta, Brickstream has the largest installed base of 3D analytics smart devices worldwide, a global network of partners, and regional offices in Europe and Asia. For more information, visit www.brickstream.com <<http://www.brickstream.com>> or follow Brickstream on twitter @brickstream.

For more information, email us at info@brickstream.com or call 1-866-BRICKSTREAM.