

WiFi Indoor Sensor

Bluetooth and WiFi detection for accurate queue, dwell and flow measurement.



In order to efficiently improve performance, reduce bottlenecks, streamline customer flow, comply with SLAs, evaluate KPIs and maximise revenue, it is important that management are able to accurately measure queue times, dwell times and flow.

BlipTrack enable managers to understand and improve all areas of operations, using dedicated Bluetooth/WiFi sensors. The sensors detect mobiles devices, such as smartphones and tablets. By identifying the devices at multiple sensors, specific and accurate statistical information, such as travel times, dwell times and movement patterns become available, without interaction from the users.

The sensors are easily mounted and connected via Ethernet, Wi-Fi or cellular, and powered via PoE or a separate power supply. Live sensor monitoring with automated alarms and recovery handles issues before they escalates into problems. The sensors measure in multiple directions simultaneously, requires no maintenance and do not interfere with existing WiFi networks. Data is transferred in real-time to a secure data warehouse and at network connection loss, data caching is enabled.

With insights and all the necessary tools to optimize operations, managers can effectively improve revenue while maintaining a high level of customer service, with more satisfied and recurring customers as a result.

Both the real-time and historical data is presented in an easily customised web-based user interface with a series of dashboards with interactive widgets, KPI graphs, Sankey

diagrams and more. Automated incident alarms, when predefined thresholds are exceeded, can easily be created. Data is extractable through various output facilities, including an open API-interface, allowing quick integration into existing management systems.

- Evaluate or challenge KPIs and SLAs with great accuracy.
- Live wait time information keeps customers relaxed by creating realistic expectations.
- Automated and trend-based queue alarms to initiate countermeasures.
- Detect and reduce bottlenecks and processing times to improve customer experience.
- Improve the position of signage, retail outlets, services and general layout.
- Maximise revenue by optimizing resource allocation, product placement and variety
- Understand retail browsing and purchasing patterns to unlock potential revenue.
- Document promotional and marketing initiatives by analysing customer flow.

Sensor Specifications - Model: BNL2i-WF / BNL2i-WF-GREY

Exterior Description

- Size: 200 x 210 x 48 mm
- Weight: 600 g
- Color: Off White or Lava Grey

Ambient Temperatures

- Max: +55°C / Min: -10°C (Storage: Max: +60°C / Min: -10°C)

WiFi Technical Data

- 2 x WiFi radios (802.11 b/g/n)
- 2 X 5 dBi directional RHCP antennas

Bluetooth Technical Data

- 1 x Bluetooth radio class2 (Bluetooth 2.0 + EDR)
- 1 x 1.2 dBi omnidirectional antenna

Ethernet Interface

- 10BASE-T (Rj-45) 10/100 Mbit, auto sensing
- 8-pin Rj connector
- Power over Ethernet (PoE 802.3af 48V)

Frequency Band

- 2.4 GHz

Transmission Power

- Wi-Fi: Only receiving
- Bluetooth: Class 2, max 2.5mW (4dBm)

LED Interface

- Power and server = green / Bluetooth = Blue / GPRS = Yellow

Power Interface (RECOMMENDED)

- Power Over Ethernet (PoE 802.3af 48V)
- Power consumption: < 5W

Power Interface (ALTERNATIVE)

- Nominal voltage: 5V (+/- 5%)
- Power consumption: < 4W
- PC connector: 5.5mm with 2.1mm middle pin (plus)

AC/DC Adapter (Ordered separately)

- Type: PSM11R-050
- Input voltage: 100-240VAC
- Output: 5V DC/2A