

# WiFi Indoor Sensor

Mobile Device detection for real-time queue, flow and occupancy measurement



The BlipTrack WiFi sensor provides real-time queue and travel time, occupancy, and seamless flow insights, enabling businesses to:

- + Receive real-time queue alarms to initiate countermeasures when thresholds are breached
- + Reduce bottlenecks and wait times to meet service level agreements
- + Communicate wait time information to manage expectations and ease guests' minds
- + Understand how disruptions affect behaviour to identify the best contingency plans
- + Make informed retail planning decisions and increase concession opportunities and income.

As a mobile device passes the strategically placed sensors, the device ID, which contains no personal information, is recorded, encrypted and time-stamped. Through re-identification, as the device passes multiple sensors, travel times and movement patterns become visible. With this information, queue times and occupancy can be calculated.

The sensors work without interaction from the person carrying the device. The raw data from the sensors is transferred in real time to a secure data warehouse.

Live sensor monitoring allows for issues to be handled before they become problems, while if network connection is lost, data caching is enabled.

Sensors are easily mounted and connected via Ethernet or mobile broadband, and powered via PoE or a separate power supply. Calibration and setup is handled by BlipTrack, and maintenance is subsequently not required.

- + Works 24/7 and is independent of lighting
- + Measures in multiple directions simultaneously
- + Measures extended queues, as well as queues with multiple flows.

BlipTrack provides reporting capabilities with live and historical information in a web-based user interface that includes graphs and dashboard views. Data can be extracted in any combination and exported in various formats. With multiple output facilities, data can easily be integrated with existing management systems.

The solution is offered as a hosted solution, eliminating the need for costly server installation and maintenance, virus protection, backup and software upgrades. Daily server backup prevents loss of data in case of hardware and software errors.

## Sensor Specifications

### Item number:

BNL2i-WF  
BNL2i-WF-GRAY

### 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

**BlipTrack™**