

# Brickstream 3D+

People counting, labor optimization and in-store analytics in a single sensor.



The Brickstream 3D+ minimizes the expenses of deploying and maintaining customer process and retail infrastructure. It enable stakeholders to satisfy operational and marketing goals with a single sensor.

Brickstream 3D+ captures behaviour and tracks physical movements, that provide a basis for analytical algorithms, enabling it to generate traffic metrics, queue metrics, and service metrics.

Brickstream 3D+ utilizes advanced vision technology and patented path tracking technology to provide accurate in-depth behaviour intelligence under a broad set of conditions, such as high traffic and dynamic lighting in both indoor and outdoor environments.

Based on 3D information, the sensors accurately distinguishes between children, adults, and other objects such as shopping carts. Path tracking technology collects time, location, height, speed, mass, and direction of travel, enabling sophisticated behaviour analytics, beyond basic counting capabilities.

The sensor's patented stereo vision technology provides accurate and flexible people counting and in-store analytics. The raw data collected by the sensors is transferred in real-time to a secure data warehouse.

The collected traffic, queue and wireless data enable management to view both live and historical visitor and employee metrics. With this information, managers can proactively manage labour requirements, such as opening and closing lines according to demand.

The Brickstream 3D+ integrated Wi-Fi and BLE supplement the traffic and in-store analytics data by providing detailed data on passersby, shopping duration, new vs repeat visits, multi-store visits and offline marketing campaign attribution.

The sensor's two lenses are used to capture 3D video. The height, direction, mass and velocity of people and objects in the field of view are extracted and timestamped, and used to identify people and groups moving together.

The sensors are easily mounted overhead with support for oblique views. 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.

## Sensor Specifications

### Item number:

X-BS3D+/20  
X-BS3D+/39  
X-BS3D+/57

### Exterior Description

- Size: 76 x 152 x 38 mm - 3 x 6 x 1.5 in
- Weight: 0.5 kg/1.1 pounds
- Color: white or black

### Lens Options

- Ranges from 2.0 mm to 5.7 mm supporting heights from 2.4 m to 11 m (8 ft up to 36 ft)

### Field Upgradeable

- Supports software upgrades over TFTP, HTTP, and HTTPS

### Power and power consumption

- PoE (Class 3, Type 1 PD, 12 W max)
- 7 W typical, 12 W rated maximum

### The Brickstream 3D+:

- Has two camera lenses to capture 3D video
- Uses CMOS image sensors for Wide VGA, High Dynamic Range (HDR) images
- Uses LINUX operating system (OS)
- Provides on-board processing and data storage
- Adjusts automatically to environmental changes (i.e., lighting and temperature)
- Is IP addressable for remote management and support, including firmware upgrades
- Uses metal housing to provide heat dissipation and durability
- Includes a USB host port
- Uses proven advanced stereo vision and patented path tracking technology to:
  - Collect and store metrics at one minute granularity.
  - Count adults, children, and shopping units simultaneously in separate data streams
  - Filter objects based on height, shape, and size
  - Provide robust and accurate metrics across a broad set of environments