The new VC-3D Pro Sensor by Vitracom optimized Retail Analytics from Crosscan

Witten, May 4, 2021 - Crosscan, specialist in retail analytics, is once again significantly improving its range and is today presenting the latest generation of the sensor, which will be used in retail in the future. The new high-performance sensor VC-3D Pro was developed by the subsidiary Vitracom, a specialist in people counting. This means that the sensor is precisely tailored to the range of products from Crosscan and the needs of the retail industry, and for the latter in particular, brings many new advantages. For the first time, sensors, benefits and IoT are combined in the sensor itself to form a meaningful solution architecture. This means that no additional hardware is required and the IT effort is kept particularly low. As a new feature, there is now also complete queue management as a software module on the sensor. This automates recommendations for cash register openings and makes it easier for retailers to manage their daily staff at the cash registers.

Crosscan offers its retail customers important insights into their business with visitor frequency measurements and the retail analytics based on them. This enables retailers to see exactly how many visitors are in the store every day and how many of them become customers. The sensors also report, for example, where visitors stay longer in the store. Coupled with the cash register system, this results in a comprehensive view of the business from which sustainable analysis and measurements can be drawn. In this way, it can be observed whether purchasing behavior has changed, whether certain products are suddenly in greater demand or whether other areas may have less demand.

The new market-leading high-performance sensor VC-3D Pro, developed by Vitracom, the sensor specialist of the Crosscan Group, further simplifies the IT requirement and does not require any additional hardware. This makes it even easier and more convenient to use in the retail industry. The sensor offers a new technological highlight, especially for the food retail sector: the queue manager. This is also located completely on the sensor and enables quick and uncomplicated management of the cash register openings. For example, rules can be created as to when additional cash registers should be opened. Together with a notification, the new sensor ensures smooth processes and minimal waiting times for customers.

High-precision technology in every environment
Due to the sophisticated technology inside the sensor, the people count is even more accurate than before and is over 99 percent. What is new here is the detection and counting of shopping carts and other objects, the counting of purchasing groups and the option of excluding employees from the count. All staff have to do is wear a special label on their clothing, which is recognized by the sensor and identifies the respective person as an employee. This procedure takes into account and guarantees 100 percent compliance with data protection regulations and the sensor can now be used without any problems even in poor lighting conditions, without any loss of accuracy. Another new feature is that all of these and other modular features can be added as an option in addition to the standard package. In this way, every retailer can put together exactly the solution that offers the greatest benefit for their business. "In terms of technology and design, the new sensor from our subsidiary Vitracom is another big step towards the future of retail. We are delighted to be able to offer retailers even more opportunities to understand visitors and customers and to optimize their business,"said Thorsten Cramer, CEO Crosscan.

About Crosscan
The Witten-based company Crosscan has continued to develop from the start-up and inventor of the first cloud-based retail analytics platform in 2003 to the present day. The Crosscan Group employs 75 people, operates 21,000 people counting systems in more than 12,000 branches in over 49 countries, making it one of the largest system providers for visitor frequency measurement and data analysis in retail. Vitracom GmbH, a spin-off from the Fraunhofer Institute based in Karlsruhe, has been part of Crosscan, one of the pioneers in the field of sensor development, since 2018. Vitracom's hardware development competence complements Crosscan's expertise in the field of Internet software development and thus enables the entire value chain to be offered from A-Z with a high degree of customization.

Over 800 brands and retail companies rely on the Crosscan Connect IoT platform for their data analysis and management of a wide variety of sensor systems such as Electronic Shelf Labels, security systems, RFID, temperature, lighting, CO_2 content and occupancy level management. For the area of the Federal Republic of Germany, Crosscan publishes indices for various industries or geographical areas on the basis of the existing database. Research into modern machine learning processes also creates new data and predictions.

State-of-the-art technologies and innovations are part of the Crosscan DNA and are consistently developing in the Ekko division: Since 2018, Crosscan has expanded its business areas with the Ekko brand to include solutions for Industry 4.0. The solutions are used by large retail groups, automotive groups and medium-sized companies and enable the paperless factory and high optimization potential and error reduction in internal logistics.

About Vitracom
Vitracom is a leading developer and provider of intelligent 3D video analysis solutions for capturing and evaluating passenger flows. Vitracom was founded in 2000 from the Fraunhofer Institute for Information and Data Processing (IOSB Karlsruhe).

Since its founding, Vitracom has been a driver of innovation in the development of software solutions for video-based real-time measurement and analysis of passenger flows. The highly qualified specialists have many years of experience in practical research and implementation of complex technologies in sensor technology and software solutions. Vitracom's technology is used in many different fields, e. g. retail analytics, area management in buildings, meeting places or airports and security locks.

The new VC-3D Pro Sensor, developed by Vitracom, uses state-of-the-art hardware, AI-based software and machine learning tools and is therefore much more than a highly accurate people counter. The new sensor is much more a solution platform that enables an optimal combination of real-time analysis and downstream evaluation. At the same time all data protection requirements (GDPR) are constantly observed.

The proximity to and good networking with leading research institutes enables Vitracom's team to quickly and efficiently develop solutions and products from new research results.

Get more information
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