1.1.1 Heat Map

Heat map is a graphical representation of data represented by colors. The heat map function of the camera usually be used to analyze the visit times and dwell time of customers in a configured area.

❖ **Heat Map Configuration**

Steps:

1. Enter the Heat Map configuration interface: **Configuration > Advanced Configuration > Heat Map**
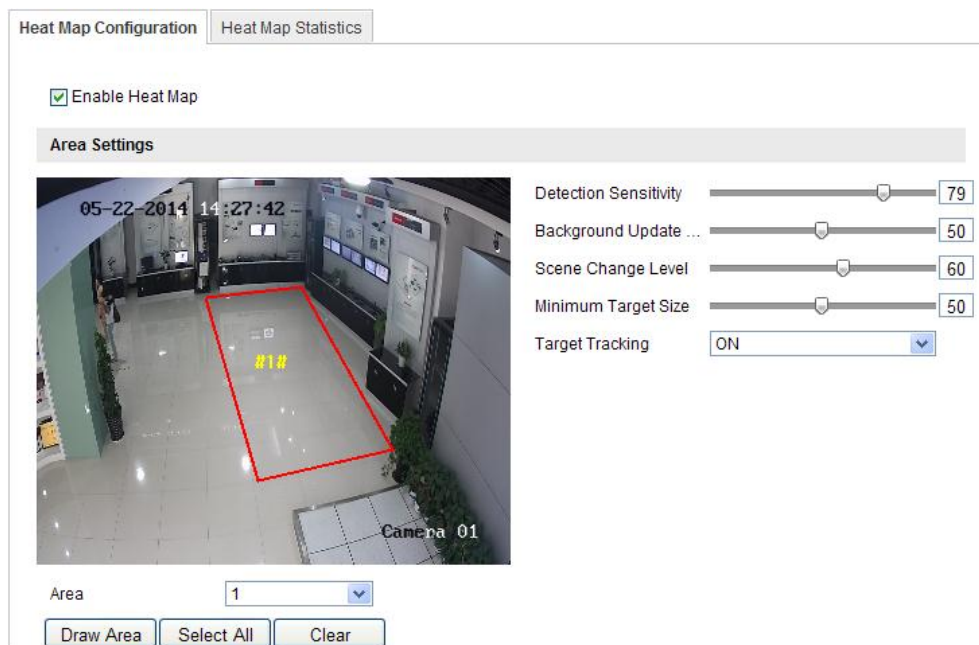

Figure 1-1 Heat Map Configuration

2. Select **Heat Map Configuration** tab to set the detailed parameters.
3. Check the checkbox of **Enable Heat Map** to enable the function.
4. Click **Draw Area** to define the area you want to count the visitors. Draw area by left click four end-points in the live view window, and right click to finish the area drawing. Up to 8 areas are configurable.

   Note:

   You can click **Select All** to select the whole live view window as the configured area. Or click **Delete** to delete the current drawn area.
5. Configure the parameters for drawn area.

Detection Sensitivity [0~100]: It refers to the sensitivity of the camera identify a target. The over-high sensitivity may cause the misinformation. It is recommended you set the sensitivity as the default value, which is 50.

Background Update Rate [0~100]: It refers to the speed of the new scene replaces the previous scene. E.g.: In front of a cabinet, the people besides the cabinet will be double counted if the goods moved from the cabinet, and the camera treats the cabinet (on which the good removed) as a new scene. The default value of 50 is recommended.

Scene Change Level [0~100]: It refers to level of the camera responses to the dynamic environment, e.g., a swaying curtain. The camera may treat the swaying curtain as a target. Setting the level properly will avoid the misinformation. The default level is 50.

Minimum Target Size [0~100]: It refers to the size of the camera identify a target. You can set the target size according to the actual environment. The default size is 50.

Target Track: Select ON or OFF to enable or disable the tracking of the target.

6. Click **Edit** to set the arming schedule.
7. Select the linkage method by checking the checkbox of notify the surveillance center.
8. Click **Save** to save the settings.

❖ **Heat Map Statistics**

Steps:
1. Click **Heat Map Statistics** to enter the data statistics interface.
2. Select the report type by clicking the dropdown menu. Daily report, weekly report, monthly report, and annual report are selectable.
3. Click **Counting** to export the data.
4. Select **Statistics Result** as Space Heat Map or Time Heat Map, and the corresponding heat map will be displayed.
   If you select the time heat map to list the statistics, there is an **Export** button to export the data in an excel file.
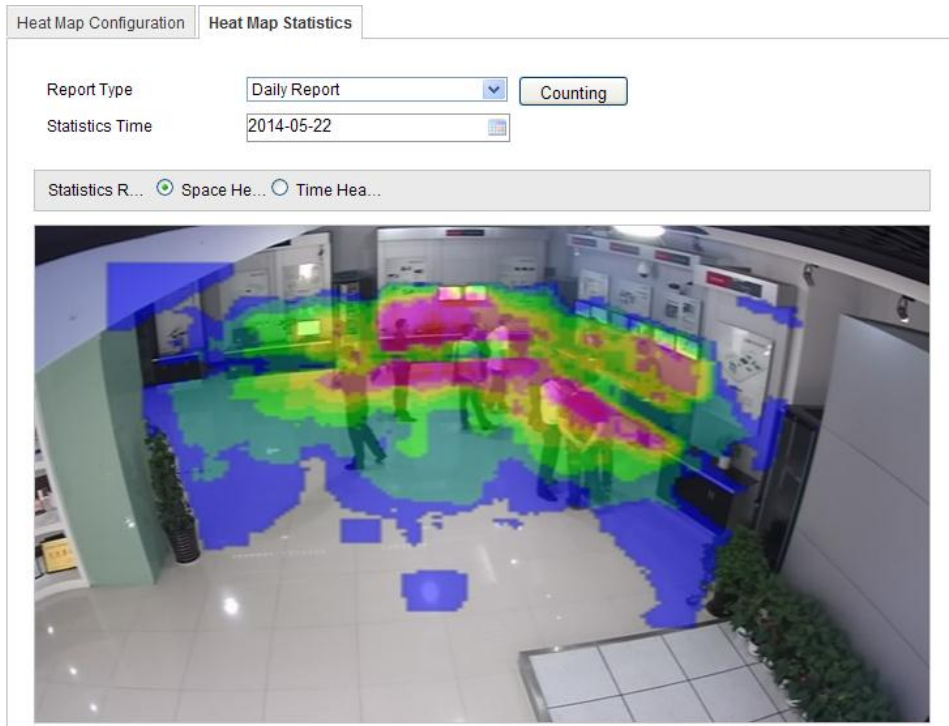
Figure 1-2 Space Heat Map

Notes:

● As shown in the figure above, red color block (255, 0, 0) indicates the most welcome area, and blue color block (0, 0, 255) indicates the less-popular area.

● It is recommended that you do not adjust the electronic lens after the installation is completed, which may cause the inaccuracy of the data in some degree.

1.1.2 People Counting

This chapter introduces the people counting function of the iDS camera. It is used to calculate the number of people entered or left a certain configured area.

❖ **People Counting Configuration**

Steps:

1. Enter the People Counting Configuration interface: **Configuration > Advanced Configuration > People Counting**
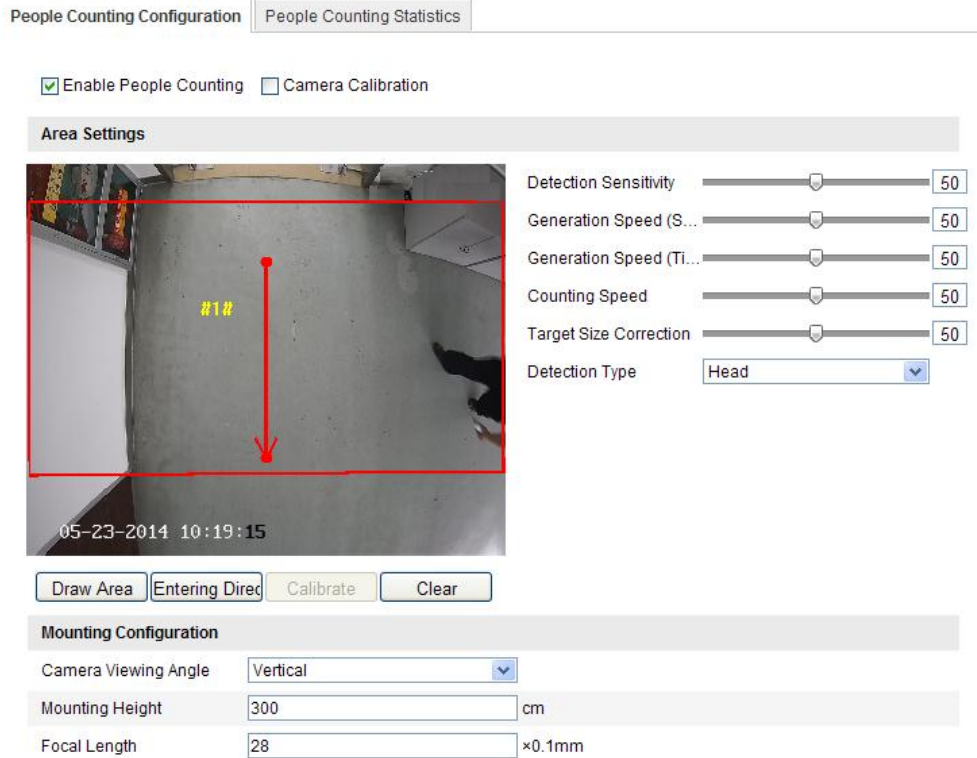
Figure 1-3 People Counting Configuration

2. Select **People Counting Configuration** tab to set the detailed parameters.

3. Check the checkbox of **Enable People Counting** to enable the function.

4. Click **Draw Area** to define the area you want to count the entered people and left people. Draw area by left click four end-points in the live view window, and right click to finish the area drawing.

5. Click **Entering Direction** to draw the entering direction. Adjust the direction by dragging the two red points on the arrow.

   Note:

   Click **Delete** to delete the current drawn area and entering direction.

6. Configure the parameters for drawn area.

   Detection Sensitivity [0~100]: It refers to the sensitivity of the camera recognizing a target. The higher the sensitivity, the easier the camera judges the head or shoulder as a target. It is recommended you set the sensitivity as the default value, which is 50.

   Generation Speed (Space) [0~100]: The speed of the head or shoulder is treated as a target. The target will not be recognized even if there is a similar head or shoulder if you set the value lower. The default value of 50 is recommended.

Generation Speed (Time) [0~100]: The speed of the head or should be treated as a target. If you set the value lower, the head or shoulder will not be recognized as a target in the configured area if it is there from the start.

Counting Speed: It refers to the speed of the camera calculates the entered and left people.

Target Size Correction [0~100]: It corrects the frame size according to the actual environment. If the camera detects the detection frame is obviously larger than the actual head or shoulder, adjusting the value can correct the detection frame so as to close to the actual head or shoulder. The default value of 50 is recommended.

Detection Type: It refers to the detection type of the camera recognize a target. Auto, Head, and shoulder are selectable. Auto is recommended.

7. Configure the mounting related parameters.

   Camera Viewing Angle: Refers to the mounting type of the camera. Vertical and tilt are selectable, and vertical is recommended.

   Mounting Height: It is recommended that you select the proper mounting height according to the lens you adopts.

   Focal Length: The zoom lens with the small focal length is recommended.

8. Set the camera calibration.

   (1): Check the checkbox of Camera Calibration to enable the function.

   (2): Click Calibrate to draw two calibrate frames. It is recommended you draw two calibrate frames in different distance, so the camera can judge the size of the head or shoulder in different distance.

   Note:

   The camera calibration is disabled by default. You can enable calibration to improve the calculation accuracy when there is an obvious misinformation during the counting.

9. Click **Edit** to set the arming schedule.

10. Select the linkage method by checking the checkbox of notify the surveillance center.

11. Click **Save** to save the settings.

❖ **People Counting Statistics**

Steps:

1. Click **People Counting Statistics** to enter the data statistics interface.
2. Select the report type by clicking the dropdown menu. Daily report, weekly report, monthly report, and annual report are selectable.
3. Select the **Statistics Type** as People Entered or People Exited.
4. Select the **Statistics Time**.

    Note:

    Daily report calculates the data on the date you selected, weekly report calculates for week your selected date belongs to, monthly report calculates for the month your selected date belongs to, and the annual report calculates for the year your selected date belongs to.
5. Click **Counting** to calculate the data.
6. Select to export the **Statistics Result** as Table, Bar Chart, or Line Chart.

    Note:

    If you select table to list the statistics, there is an **Export** button to export the data in an excel file.
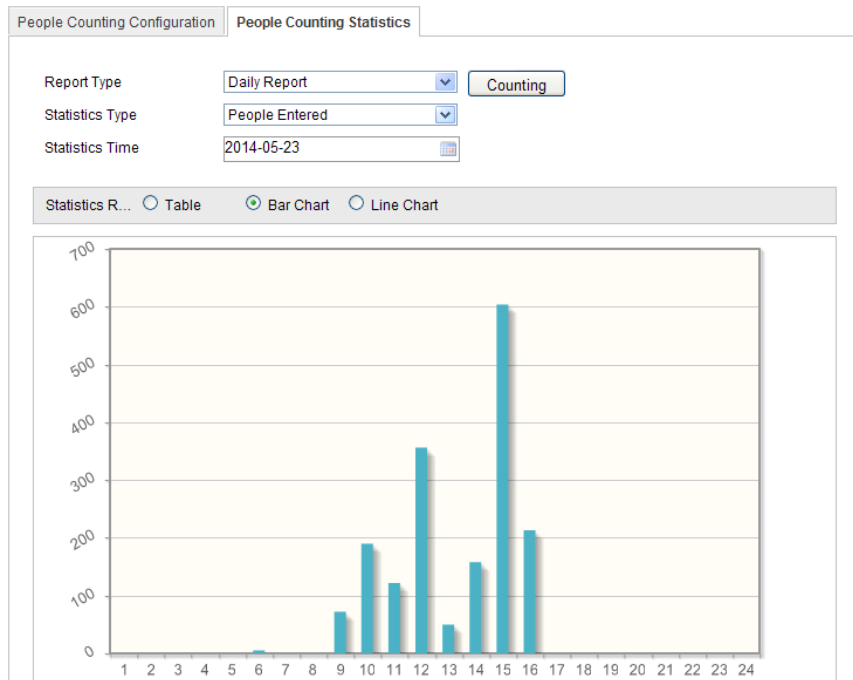

Figure 1-4 Statistics Result

Note:

It is recommended that you do not adjust the electronic lens after the installation is completed, which may cause the inaccuracy of the data in some degree.