

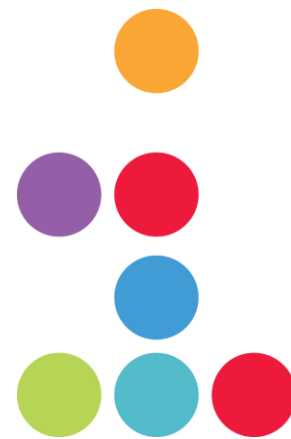
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Irisys People Counters

Technical Bulletin

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Gazelle 2 – with built in Bluetooth® – Available Now

As reported in the last Technical Bulletin, Gazelle 2 units are now available to order. These now include a 90 degree lens version, which provides a much wider field of view than a 60 degree variant (1.5x when mounted at the same height).

Additionally all of the Gazelle 2 units can now be specified with a factory fit Bluetooth module, which provides three new functions, as well as the option of a fourth in the future:

1. Local setup via Bluetooth.
2. Bluetooth MAC address harvesting.
3. iBeacon support.
4. Future connection to other Bluetooth sensors.



Irisys is a member of the Bluetooth Special Interest Group (SIG).

Bluetooth FAQ

Q. With setup over Bluetooth, what is to stop someone walking by; seeing the Bluetooth connection; and then making random changes to the counters configuration?

A. Two things prevent that – firstly, remember that this isn't an IP connection so you can't simply connect via a browser – instead you can only make counter settings changes if you have the PCST exe software. Secondly, even if you have the PCST software, the Bluetooth setup connection will timeout soon after the counter powers up, and if you miss the connection window you'll need to reboot the counter to enable Bluetooth setup again. The timeout is configurable between 3 and 10 minutes (default 3 minutes), and can also be completely disabled if preferred.

Q. What use is the Bluetooth MAC address harvesting to me?

A. When enabled, the counter will also store the hashed Bluetooth MAC address of any passing mobile phone, laptop, etc. - with a time stamp - for retrieval later. This allows you to report repeat visitors and length of stay.

Q. Isn't there a privacy issue with storing peoples Bluetooth MAC addresses?

A. Each MAC address is 'hashed' making it impossible to identify the individual, but it will be hashed identically each time so you can still spot repeat visitors and how long they were present for.

Q. How do I access the Bluetooth MAC address data?

A. This is ONLY available through the Estate Manager software. Just enable the Bluetooth MAC Address Harvesting schedule, available in EM version 1.4 and above.

Q. What is iBeacon and how does the technology work?

A. iBeacon is a protocol developed by Apple which uses Bluetooth low energy to transmit a signal to nearby mobile phones. This is very much an 'opt-in' technology as it requires a specific app to be installed on the phone before anything will happen, but typically store owners can get statistics about visitors to their stores in exchange for discounts or offers through the app.

Q. So iBeacon only works on Apple devices?

A. At the moment, yes. Google has a standard in development which could be incorporated in to the counter via a remote firmware update later if required.

Q. For iBeacon to work, I need an app on my phone? Where do I get that from?

A. This is something that you or your end customer would need to develop. If you think about most house-hold names from the high-street or shopping mall, many already have their own smart phone app, in which case you could talk to them about offering the iBeacon data for use with that.

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Gazelle 2 DualView and Estate Manager Utilisation

With Estate Manager getting more and more features with every new release, including the new Bluetooth MAC address harvesting as mentioned above, I thought it would be a good time to re-emphasise the ease of which Gazelle 2 DualView counters can be rolled out when Estate Manager is the back bone of the operation.

Below is just one routine that you can adopt in order to simplify and expedite a Gazelle roll out:

1. At your office, connect to each counter you are going to install, and configure the Client Connection settings. If using a hostname for the Estate manager connection make sure you enter valid DNS server settings too. If you know in advance what the IP settings will be, set those too.
2. Ship the counter to site.
3. The engineer then installs the Gazelle unit on the ceiling (at the correct distance from the door), connects it to the stores network, and applies power (don't forget they are PoE compliant ☺).
4. The engineer then connects to the counter via Bluetooth or serial lead connection to set the height (after measuring accurately) and enter IP settings if not already pre-configured. The counter will then connect into Estate Manager shortly afterwards.
5. Once the counter is connected to Estate Manager the engineer can go home.
6. In the office an Estate Manager 'Admin' user will see the new counter in the "New devices" list; can connect to it; and can configure the count line positions and other counter settings.

Estate Manager FAQ

Q. How can I ensure that the counter is connected into Estate Manager, before engineers leave site?

A. You can either insist that they phone the office to check, or you can give them remote access into Estate Manager with their own login, so they can check themselves.

Q. Most of our installs are during the night, so this won't work for us?

A. It will if you give the engineer remote 'User' access (not Admin access) to the necessary group(s) in Estate Manager (and only those groups), and state in their procedures that they must check that the unit is connected before leaving.

Q. But we need it to count from day 1 – if we install Friday night then it won't be configured until Monday at the earliest, so how do we ensure that the counts for Saturday and Sunday will be correct?

A. In those cases the onsite engineer will need to configure some basic count lines before leaving – as they do currently anyway. They can then be optimised, if required, later.

Q. You've mentioned setting the height but what about setting the time on the counter too?

A. Estate Manager already includes two built in time synchronisation schedules to ensure that counters are time synced with the server. Connected devices are time synced every 24hrs, and any new connection also initiates a time sync with that device.

Q. We don't use the DualView units so what's the benefit for us?

A. Any IP unit can connect into an instance of Estate Manager, so with non-DualView IP units you just need your engineer to configure the lines as well, as they currently do. You'll still benefit from having access to the counter for fault finding and the remote setup, as well as for ease of data collection. Alternatively, if you're practiced in interpreting the path map data, it is possible to configure very accurate line positions remotely using this data alone.

Q. We use relay units with our own logger on site, so this is probably irrelevant to me?

A. Not necessarily – all Gazelle units have relay outputs so there is nothing to stop you installing with your own logger as you do currently, but then using an IP connection for remote access and fault finding through Estate Manager - this can assist greatly with large rollouts. Even if a connection to the internet is not available from the start, the majority of end customers do see the benefit in moving to IP eventually, and so by specifying a unit with both IP with Relay outputs at the start of the rollout, you can make this extremely easy to add later on.

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