



*An essential indicator  
designed for business performance  
analysis and an effective  
management tool helpful in  
making decision process.*

# DigiTraffic®

**PEOPLE COUNTER WITH INFRARED BARRIER**

[www.quartzmatrix.com](http://www.quartzmatrix.com)

[www.countek.ro](http://www.countek.ro)



## ADVANTAGES

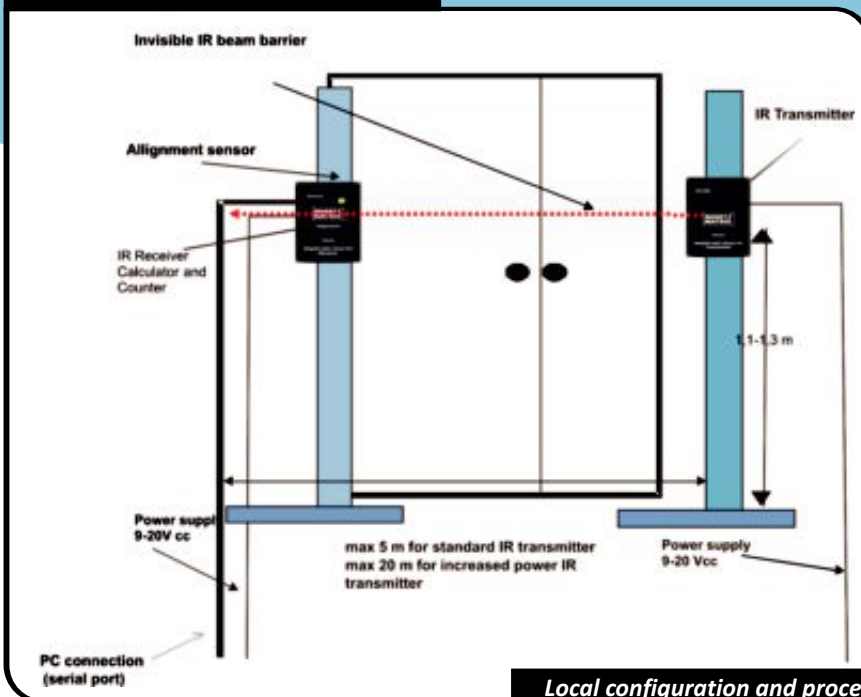
- Relevant statistics regarding business success and location's efficiency
- Precise and objective measuring of marketing and promotion campaigns' effects and effectiveness
- Sales correlation and improving location's profitability through traffic monitoring analysis: Visitors vs Real Clients comparisons
- Fixing the correct need of personnel according to the peak hours, in order to meet the required client satisfaction level; daily, weekly adjustable analyses
- Achieve savings by reducing staff cost levels at non-peak times
- Comparing sales revenues with operating costs and identifying

## BENEFITS

- DigiTrafic® counting system is a fast, flexible and reliable tool, based on a modulated infrared beam barrier. It can work as a stand alone unit or connected to a PC
- DigiTrafic® is easy to install and easy to use. The flexibility of both hardware and software makes the system a valuable tool for any type of business, helping managers to make strategic and tactical decisions
- DigiTrafic® system is a complete solution based on a modulated IR beam transmitter, microcomputer IR receiver, counter and PC software for data acquisition, database generation and graphic presentation
- DigiMail automatically transmits traffic statistics to a main PC, on the established e-mail addresses
- The traffic counting can be done on separate doors (IN or OUT), as well as on the same door (IN and OUT)
- DigiTrafic® generates tables and graphic statistics which can be exported to different formats (excel, pdf, word) and applications (CRM, ERP)
- All functions are password protected
- The solution is completely adjustable and client focused

DigiTrafic® system is manufactured by Quartz Matrix Romania, under the certified quality management system ISO 9001:2000, ISO

### Frequently used installation method



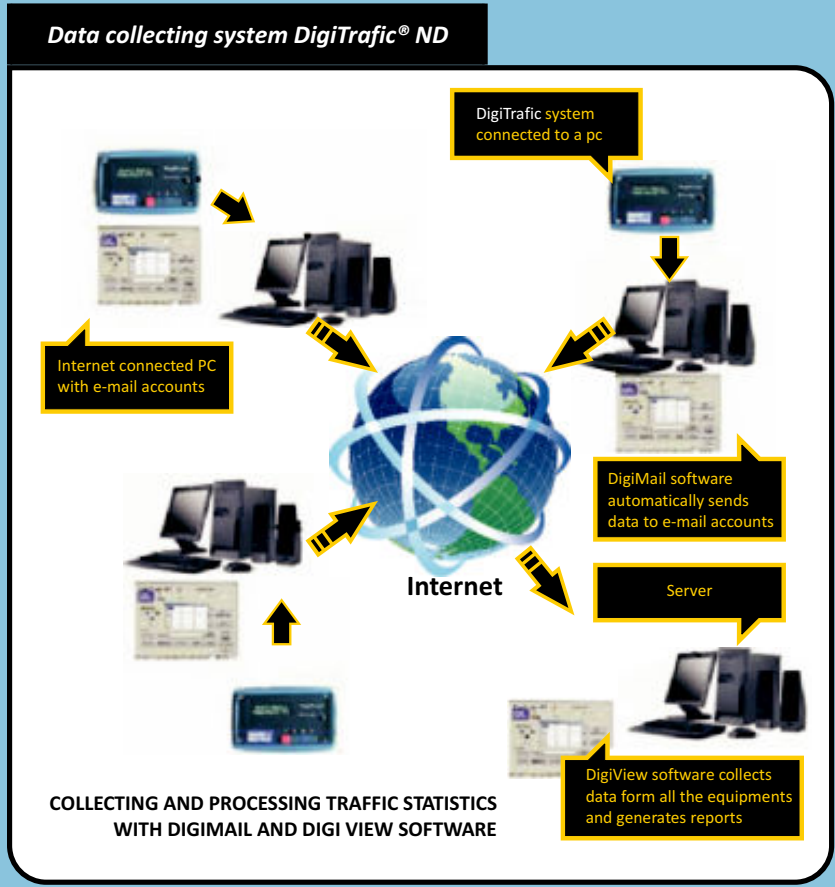
### Local configuration and processing

# DigiTraffic® Software

- The software is designed to completely control the set-up of the counter unit, to download data from the counting unit and to process the traffic information into a MS Access or MS SQL format database
- All configurations are password protected
- Inside an Intranet network, the working

DigiTraffic® Software consists of 3 functional modules:

- **DigiTraffic®** - for setting up the equipment (counting divider, date, time, local data display, database and reports configurations)
- **DigiMail** - for sending collected data to configured e-mail addresses
- **DigiView** - automatically scans the e-mail addresses and generates consolidated reports. Data can be



## Date and time set up for generated reports

The screenshot shows the DigiView software interface. The top window displays configuration options for reports, including 'PERIODE REPRESENTIVA GRAFIC' and 'MAGAZINE REPRESENTIVA GRAFIC'. Below this, there are sections for 'ASPECT GRAFIC' and 'VALORI MARE'.

The bottom window shows a bar chart titled 'Comparative statistics per different locations'. The chart displays traffic volume for various locations over a period of 24 hours. The legend includes: 'Ibror Negativă Dr Tr-Camion', 'Magazineri Claj-Raport', 'ALTEI NEGATIVE FOCUSULI', and 'Ourgu T'.

## DigiTraffic® Constructive structures

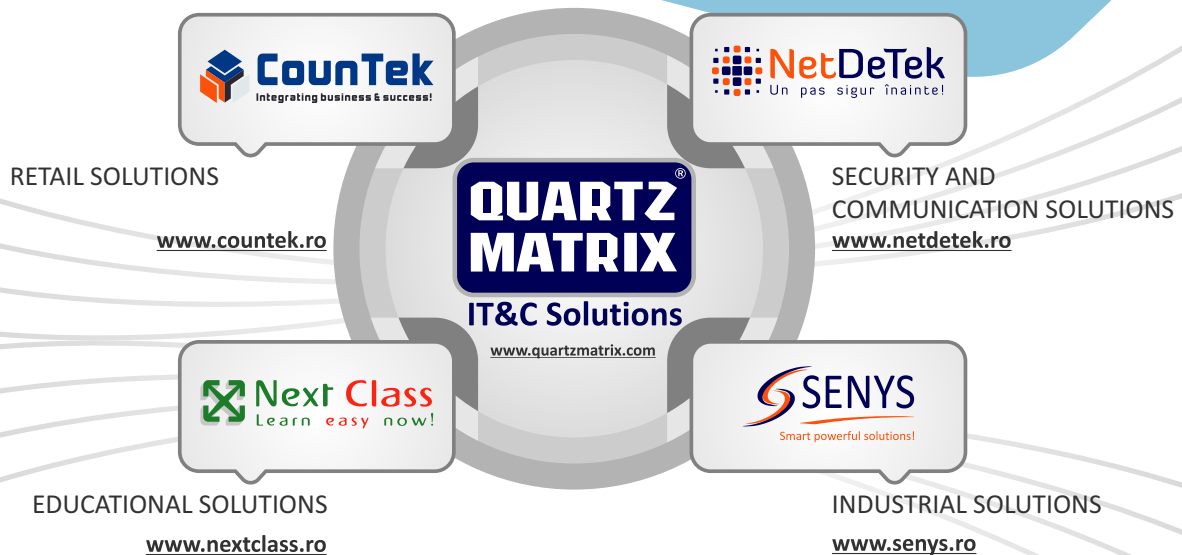
**DigiTraffic® NT** - stand alone equipment, with local display. No obligatory PC connection. It is recommended for temporary installations (fairs, exhibitions, events) or for small locations without individual PC. Data is kept inside its volatile memory and can be exploited with or without a PC.

**DigiTraffic® ND** – no display equipment. It works only connected to a PC, on permanent installations; real time calendar clock, calculator and counting system. Minimum sized structure and pleasant design.

## DigiTraffic® Technical Specifications

Hardware and software	QUARTZ MATRIX, Romania
Detection system	IR modulated beam
Maximum coverage	The standard working distance is 3 m (with options to increase this distance).93-95% accuracy
Memory capacity	Statistics saved every 2 hours for 7 days; statistics are kept in a database, on the PC
Local display	Only for DigiTraffic® NT; For DigiTraffic® ND, data is visualized on PC
Connection	Direct– with cable; Highway- RS485 maximum 1400 m (UTP cable); Radio - (Wireless) 100m -1000 m (2,4 Ghz)
Interrogation via ethernet	Standard delivery kit is used to send automatically statistics to 4 configurable e-mail addresses, via e-mail.
References	Vodafone Romania, Iulius Mall Iasi, Iulius Mall Timisoara, Domo, Romstal, Altex, Flanco, Flamingo, Mexxem, GencoTrade, Hala Centrala Iasi, AB Plus Events, Tekno SA, Salamandra, Eta 2U, Time Out, Global Vision, Intersport.

**DigiView SQL application** DigiViewSQL runs as a configurable Windows service to retrieve (once or twice a day) time and traffic information from the counters' memory and write the information into a MS SQL server data base. The server is remotely located and runs an applications to generate active html reports pages for the logged users.



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