

CleverCamera

Video analytics using your existing cameras



Turn visitor traffic into measurable
business insight



Data-driven decisions instead of assumptions

- How many people actually enter your store, and how many simply pass by?
- Which areas attract customers, and which remain unnoticed?
- What is the real conversion rate from visitor to buyer?
- Do your promotions and merchandising changes truly work?

All of this can be measured with our system!

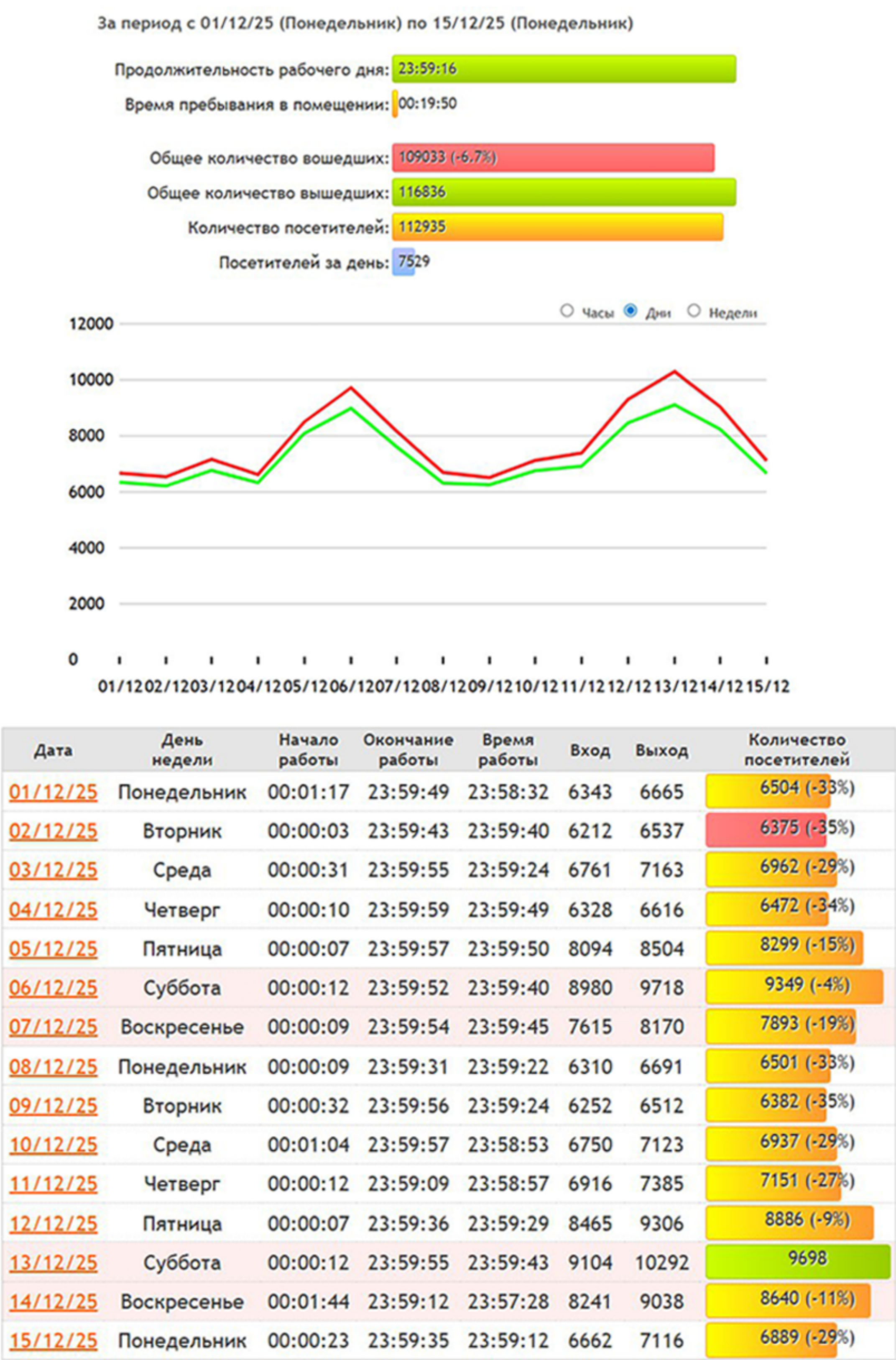


What is video analytics?

Video analytics is a technology that transforms standard video cameras into an intelligent data collection tool.

The system's algorithms automatically count visitors and analyze their movement and behavior.

You receive objective data to support operational and strategic decision-making.



Introducing CleverCamera



CleverCamera automates the collection and analysis of visitor traffic data. The system simplifies key marketing and operational tasks while delivering accuracy aligned with industry standards.



Accurate visitor counting



Marketing performance analysis



Retail traffic flow management



Data-driven justification of rental rates

CleverCamera software

CCamera Test - 6_240 (250307_1129.avi) (30 of 30) Pause

Файл Статистика Настройки Диагностика Справка

Линия | Ручной подсчет | Дверь

Настройки

- ☐ Учитывать каждое пересечение линии
- ☐ Учитывать каждое касание линии
- ☒ Сохранять изображение пересечения
- ☐ Использовать границу
- ☐ Исключить из статистики
- Режим отображаемой статистики: Стандарт

Статистика

Часы	Дни
00:00 0/0 12:00 0/0	24/12/25 118/111
01:00 0/0 13:00 118/111	23/12/25 0/0
02:00 0/0 14:00 0/0	22/12/25 0/0
03:00 0/0 15:00 0/0	21/12/25 0/0
04:00 0/0 16:00 0/0	20/12/25 0/0
05:00 0/0 17:00 0/0	19/12/25 0/0
06:00 0/0 18:00 0/0	18/12/25 0/0
07:00 0/0 19:00 0/0	17/12/25 0/0
08:00 0/0 20:00 0/0	16/12/25 0/0
09:00 0/0 21:00 0/0	
10:00 0/0 22:00 0/0	Всего (за 30 дней)
11:00 0/0 23:00 0/0	118/111

Скорость: 100 % Номер кадра: 81 Время: 00:08:52

Introducing CleverCamera



CCReport software

Report CCamera

ФайлНастройкиСправка

Тип отчетаHTML.td

ГлавнаяСравнение

Имя скриптаТЦ Международная.td

Первый день отчета17.12.2025

Последний день отчета24.12.2025

☐ Задать время

Первый день отчета0:00:00

Последний день отчета23:59:59

☐ Задать дневной интервал

Начало интервала0:00:00

Конец интервала23:59:59

☐ Фильтровать по количеству

☐ От0

☐ До0

☒ Фильтровать по росту

☐ Дети (до 140 см)

☐ Взрослые

☒ Задать рост, см

От0До3000

☒ Фильтровать по скорости, км/ч

От0.0До72.0

Сформировать отчет



CCTracker software

Clever Camera

CCTRACKER

← НАЗАД В МЕНЮ

НАСТРОЙКИ

ФИЛЬТРЫ

ДАТЫ

19.02.2026

20.02.2026

ВРЕМЯ

00:00:00

23:59:59

КАМЕРА

Все камеры

ЛИМИТ

10 человек

ПОЛУЧИТЬ ДАННЫЕ

СБРОС

ВСЕГО ГРУПП: 135

ВСЕГО СТРАНИЦ: 14

20.02.26 13:52:55

Эталон

CCAMERA 14 0

X: 368 Y: 368

20.02.26 14:06:11

Сходство: 3.838320

CCAMERA 15 0

X: 816 Y: 816

20.02.26 13:52:17

Эталон

CCAMERA 15 0

X: 509 Y: 509

20.02.26 14:13:58

Сходство: 4.242890

CCAMERA 15 0

X: 633 Y: 633

20.02.26 14:21:22

Сходство: 4.217870

CCAMERA 11 0

X: 532 Y: 532

группа ef3de112-29d6-49fc-89af-b8dec51de062

СОБЫТИЙ 2

группа 675fefd2-d3f0-4870-9bc4-55ccd098ae39

СОБЫТИЙ 2

APP: Test

WEB: 0.2.0

support@clevcam.ru

Страница 1 из 14

1

«

1

2

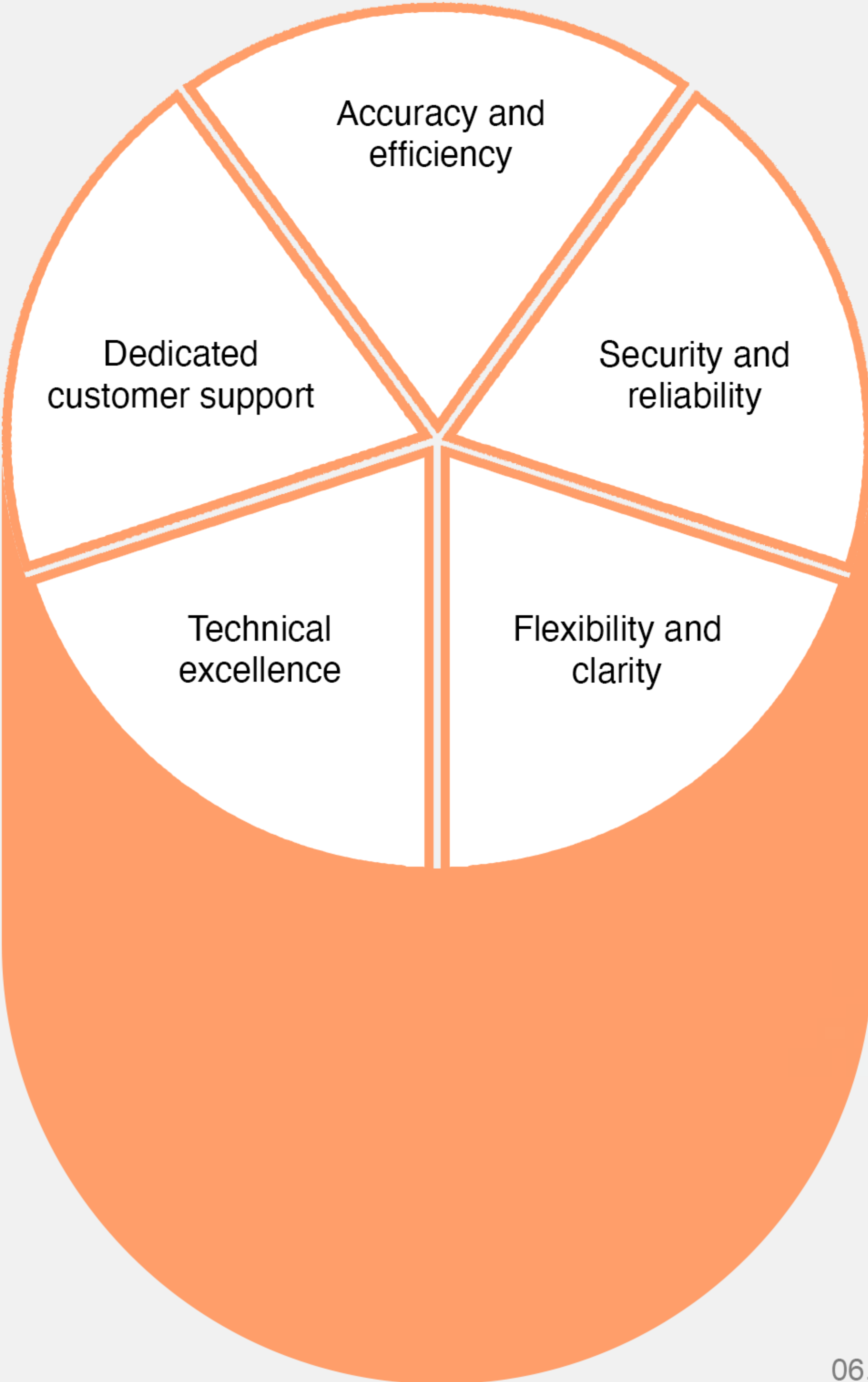
...

14

»

05.

Why CleverCamera is chosen



Accuracy and efficiency

- Minimal investment

Uses your existing IP cameras. No specialized or expensive hardware required

- Simple deployment

Remote setup. Cameras remain unchanged; only software is installed

- High accuracy

Accuracy comparable to specialized 3D counting systems

- Lower operating costs

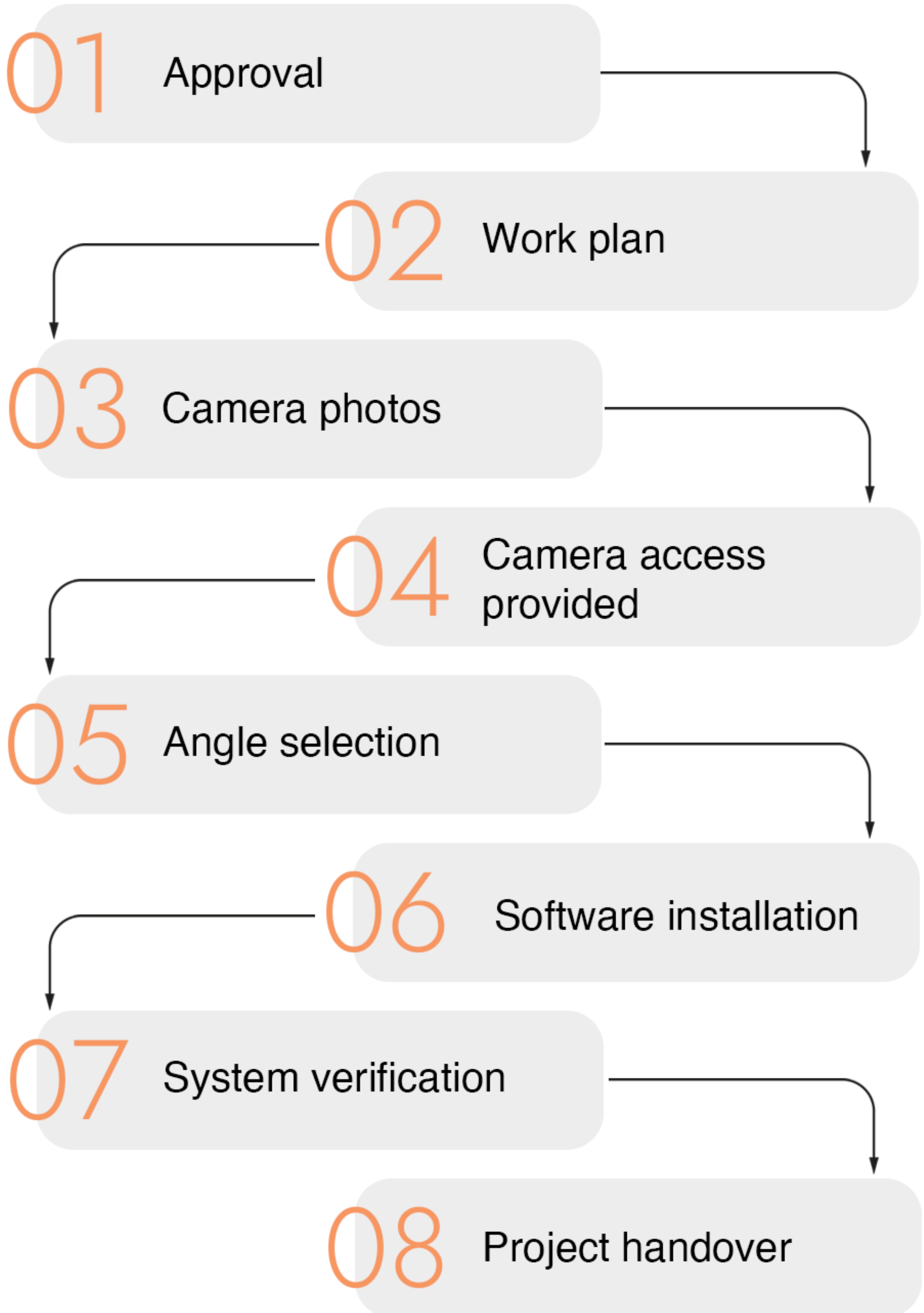
Simple hardware, easy replacement, low maintenance overhead

- Fast deployment

While others are still preparing estimates, your reports are already available

High accuracy without unnecessary costs

Stages of system implementation



Security and reliability

Your data remains under your control



- Full confidentiality

All data is stored on your infrastructure and is not transferred to third parties

- Data ownership

You fully control access to reports, integrations, and data usage

- Verifiability

The system stores raw data, enabling retrospective validation and audit when required

Flexibility and clarity

Designed to adapt to your environment and objectives

- Works in challenging conditions

Low requirements for installation and lighting. Suitable for complex architecture and variable environments

- Easy scalability

New counting points can be added quickly as your business grows

- Custom adaptations

The system can be adjusted to meet specific operational requirements



Solving non-standard challenges

We deliver solutions where standard approaches fall short

01

Case 01. mall «Smolensky Passage»

02

Case 02. mall «Amaltea»

03

Case 03. Uniform recognition

Case 01

Smolensky Passage — a premium shopping mall.
Strict interior design requirements prohibited visible cabling, while engineering redesign was not feasible due to cost and complexity

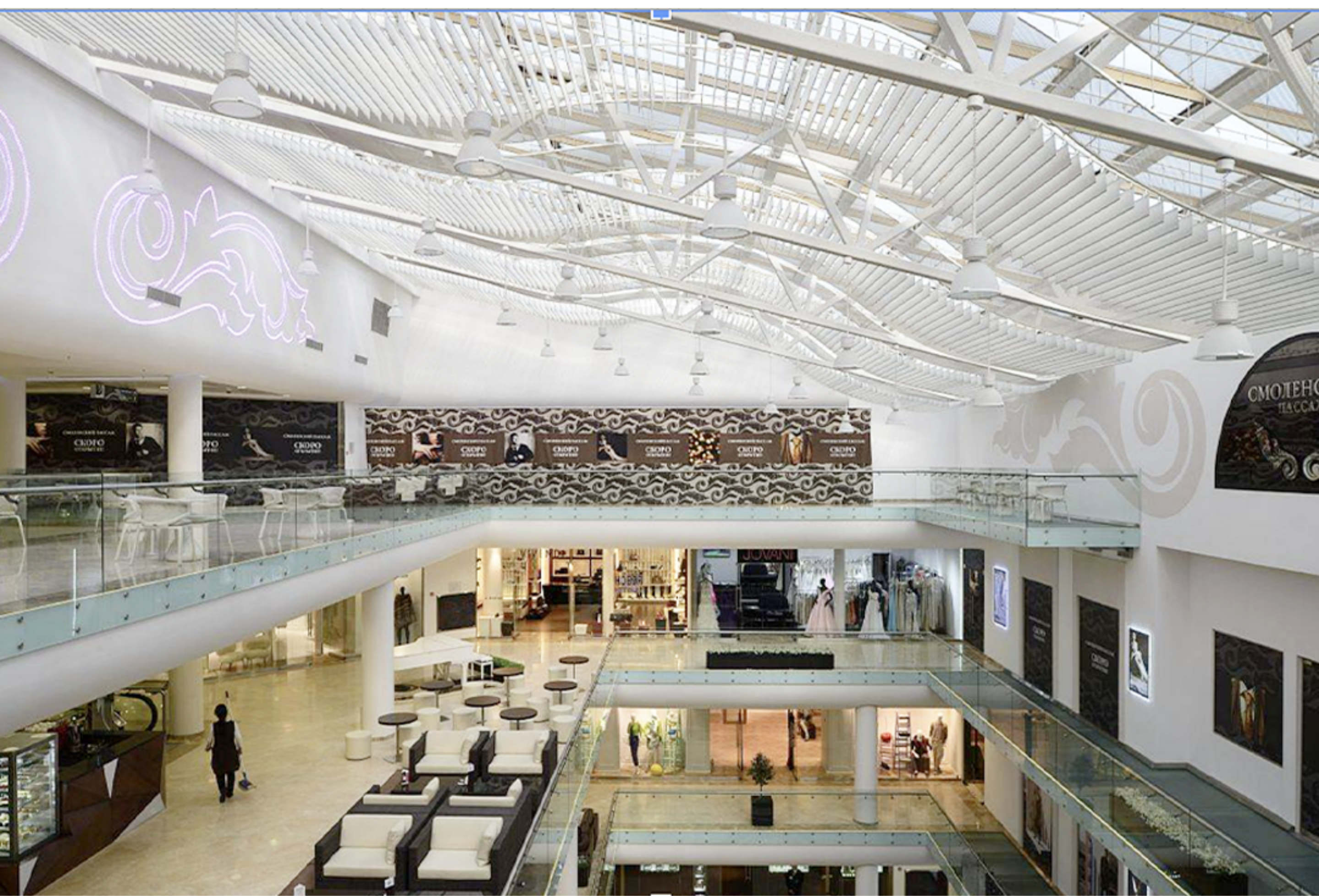
We selected and installed a camera on the atrium ceiling, providing reliable coverage of the entrance area
The solution was simple, cost-effective, and fully addressed the business requirement



**We find solutions even
when others see limitations**

Case 01

Shopping mall «Smolensky Passage»



CleverCamera



Case 02

Amaltea Shopping Complex — a building constructed from metal framework and glass. These structural features prevent the installation of additional cameras and new cabling.

Our approach combined existing infrastructure with system tuning: visitor counting was deployed using the existing security camera network, with fine-tuned counting parameters. For entrances where indoor installation was impossible, accurate counting was configured using outdoor cameras. As a result, we obtained a complete view of visitor traffic without altering the building's interior or architecture



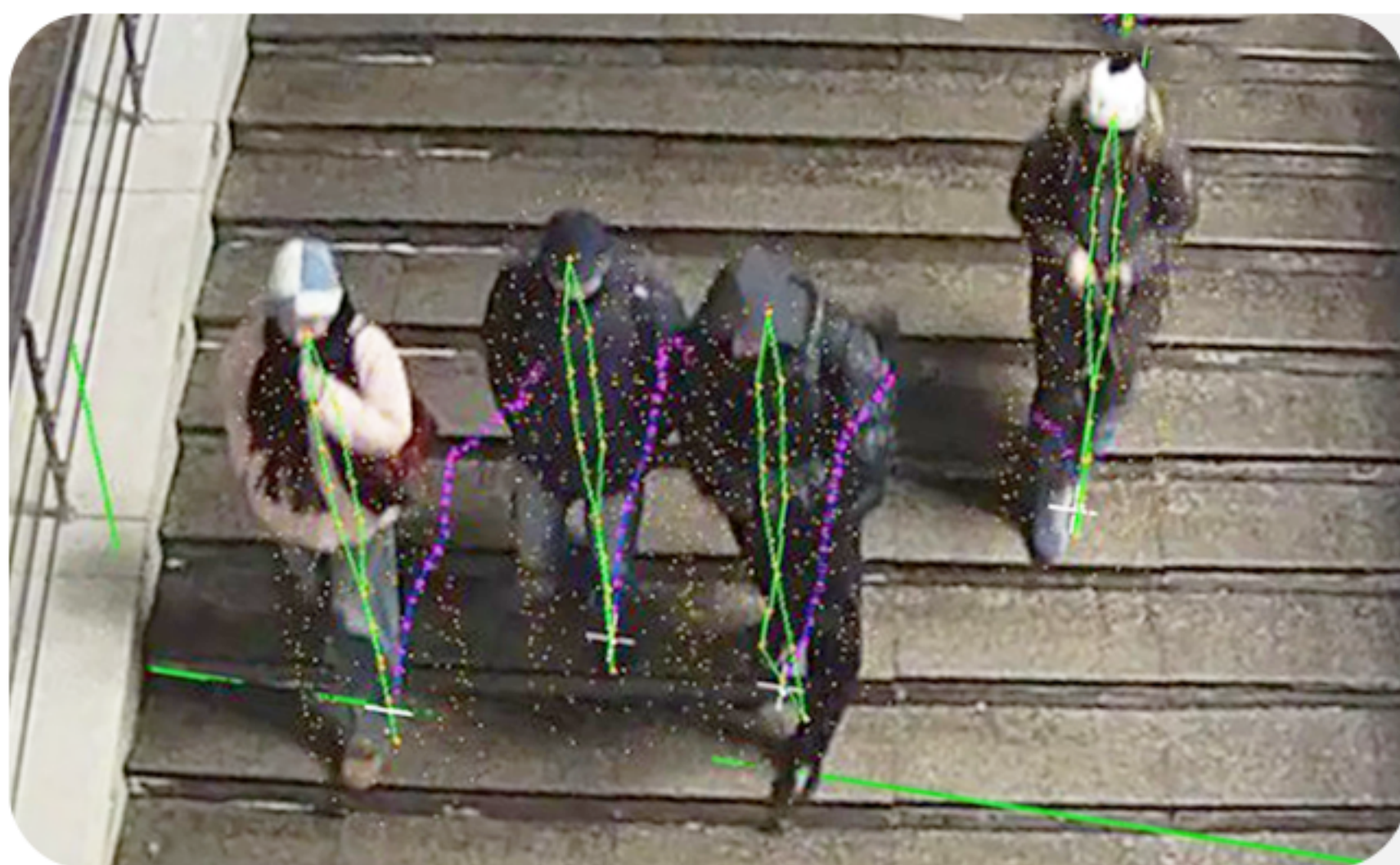
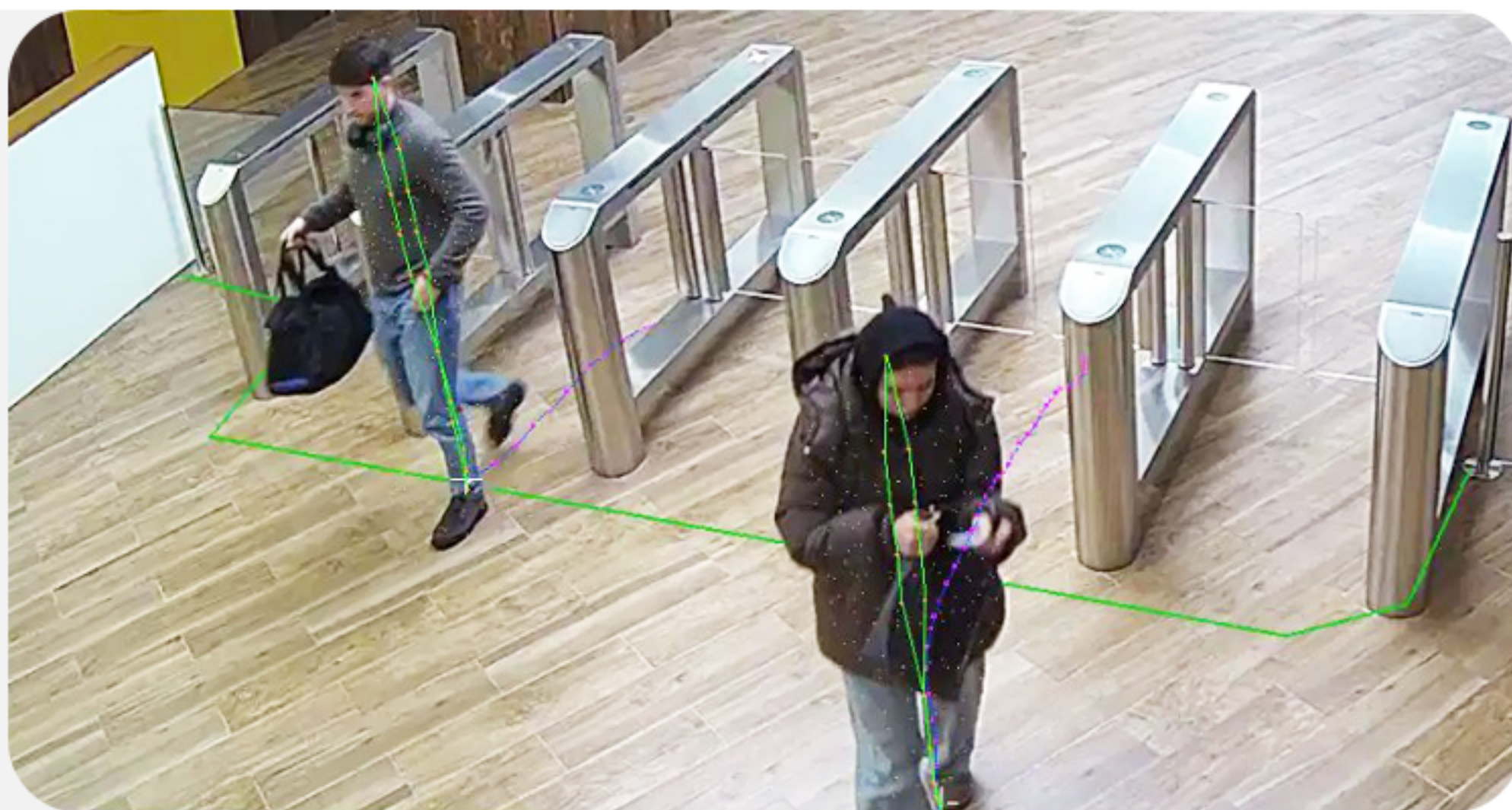
**We find solutions even
when others see limitations**

Case 02

«Amalteia» shopping complex

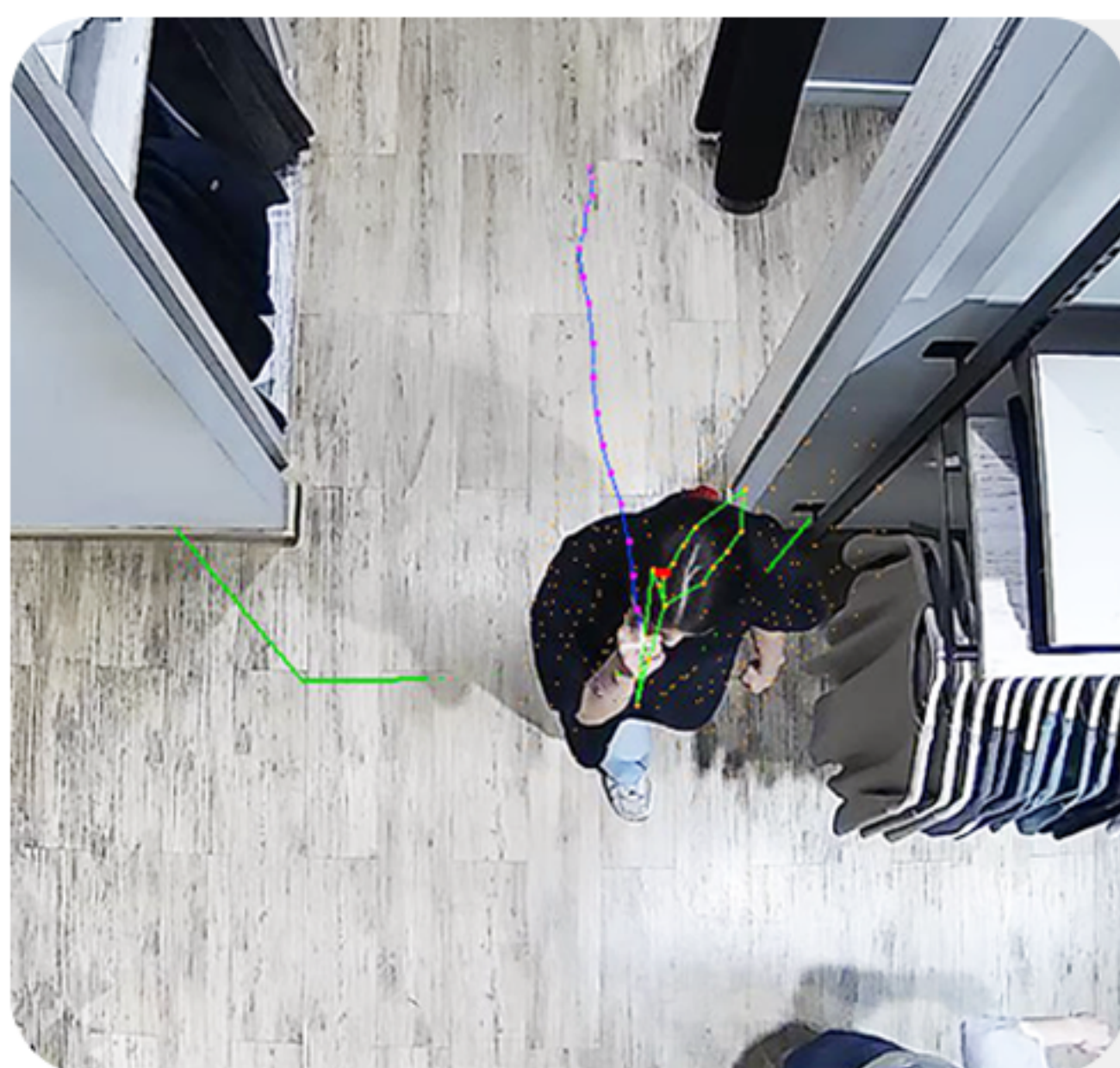
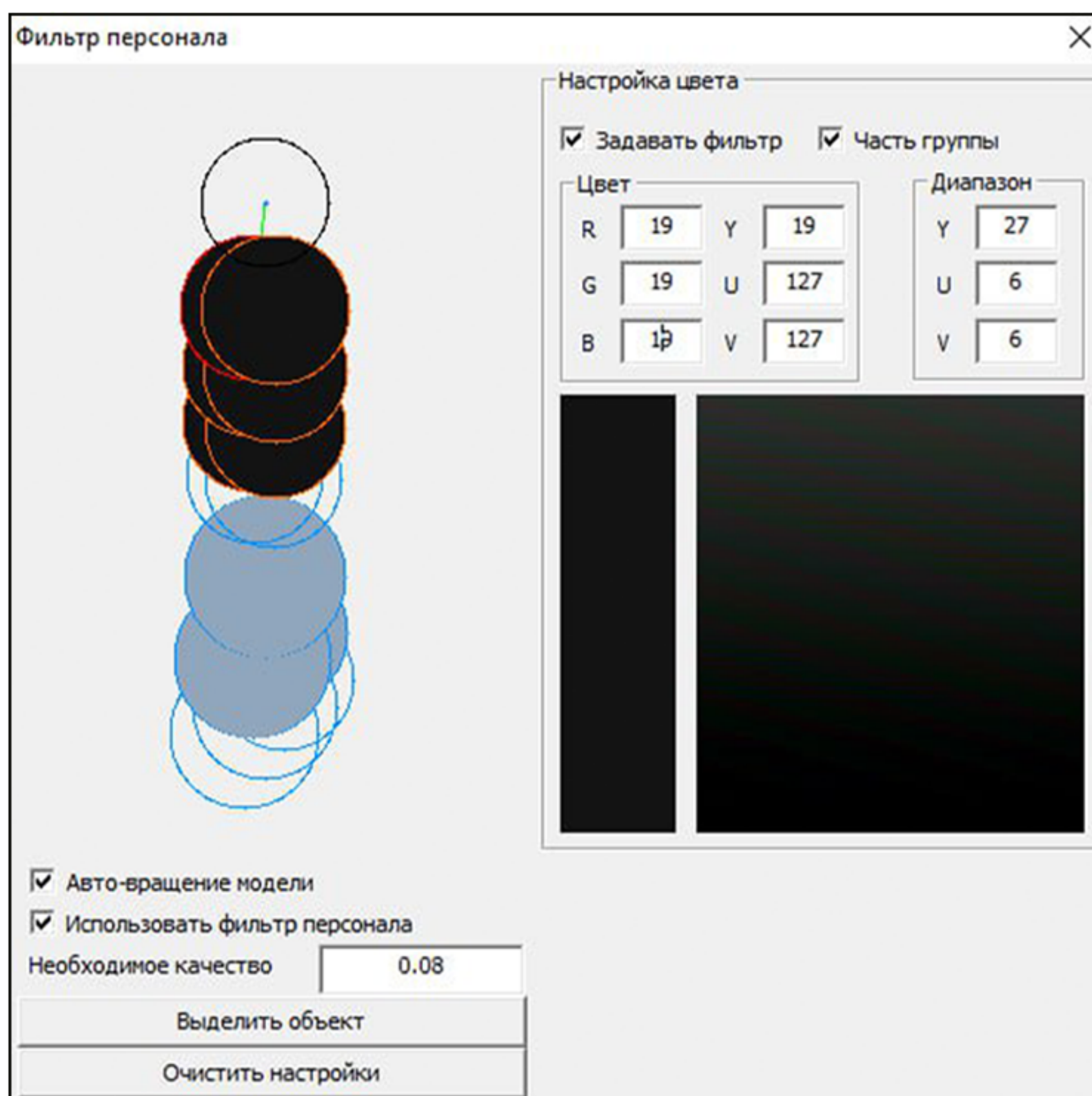


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Case 03

For the Tom Tailor clothing chain, we trained cameras to recognize sales associates' uniforms. This allowed us to eliminate employees from the customer flow and accurately track conversions: **visit - fitting - purchase**



**We find solutions even
when others see limitations**

Solutions for any scale

From a single store to a large retail complex



Small locations (stores):
Real-time analytics using 1–2 cameras



Large locations (shopping malls):
Centralized tracking of multiple
entrances and zones of interest



Temporary events (promotions, concerts):
Mobile deployment using video
recorders or smartphones

Clear analytics and reporting

All insights in a practical, accessible format

HTML reports

Quick access via browser. Cloud-level analytics running on your own servers

Excel-reports

In-depth analysis and integration with existing systems (ERP, CRM, BI)

Heatmaps (tracks)

Visualization of visitor paths and attention zones

Automated reports

Reports are generated and delivered by email automatically

API access

Direct integration with corporate systems and dashboards

About CleverCamera

Trusted by established market players

We design and implement visitor traffic analytics systems Our clients make informed decisions based on reliable data. Together, we improve the performance of retail and entertainment spaces

Developing specialized visitor analytics solutions **since 2009**

Working with **1,300+ retail** stores (Bukvoed, Zasport, Globus-Press, UNIQLO, etc.)

Projects delivered for **30+ shopping centers** (ADAMANT, FORTGROUP, MALLTECH, etc.)

Projects successfully delivered in **Russia, Kazakhstan, Romania, and Bulgaria**

Support you can rely on

You are never left alone with the system

- We ensure clean, consistent data for confident decision-making
- 95% of support requests are resolved remotely, without on-site intervention
- Each client is assigned a dedicated support specialist, available by phone, messaging apps, or email

About CleverCamera

Ready to see the system in action?

Take the next step toward informed decisions and higher efficiency!

Request a free system demonstration at your location

See how CleverCamera works with your cameras and receive a tailored commercial proposal

REQUEST A DEMONSTRATION

Contacts

Contact us to receive:

- A detailed commercial proposal
- A live system demonstration using your cameras
- An implementation plan tailored to your requirements
- A cost estimate for the solution

Phone number
8(800)4445240

E-mail
mail@clevcam.ru

Website
<https://www.clevcam.com>

QR-code

