

EasyCounter

More than Traffic Counter

Features

EasyCounter



People Counting



Group Clustering



Gender Estimation



Age Group Estimation



Staff Exclusion



Visit Times



Outside Traffic



Window Viewers



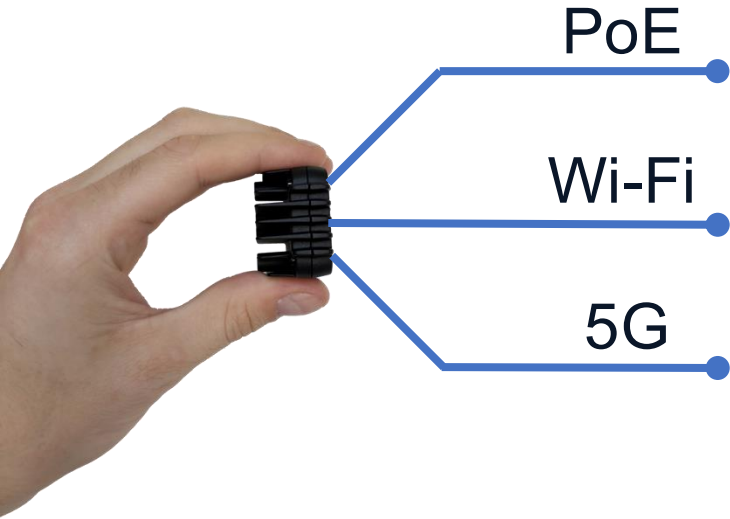
Adaptive Digital Signage



GDPR Compliant

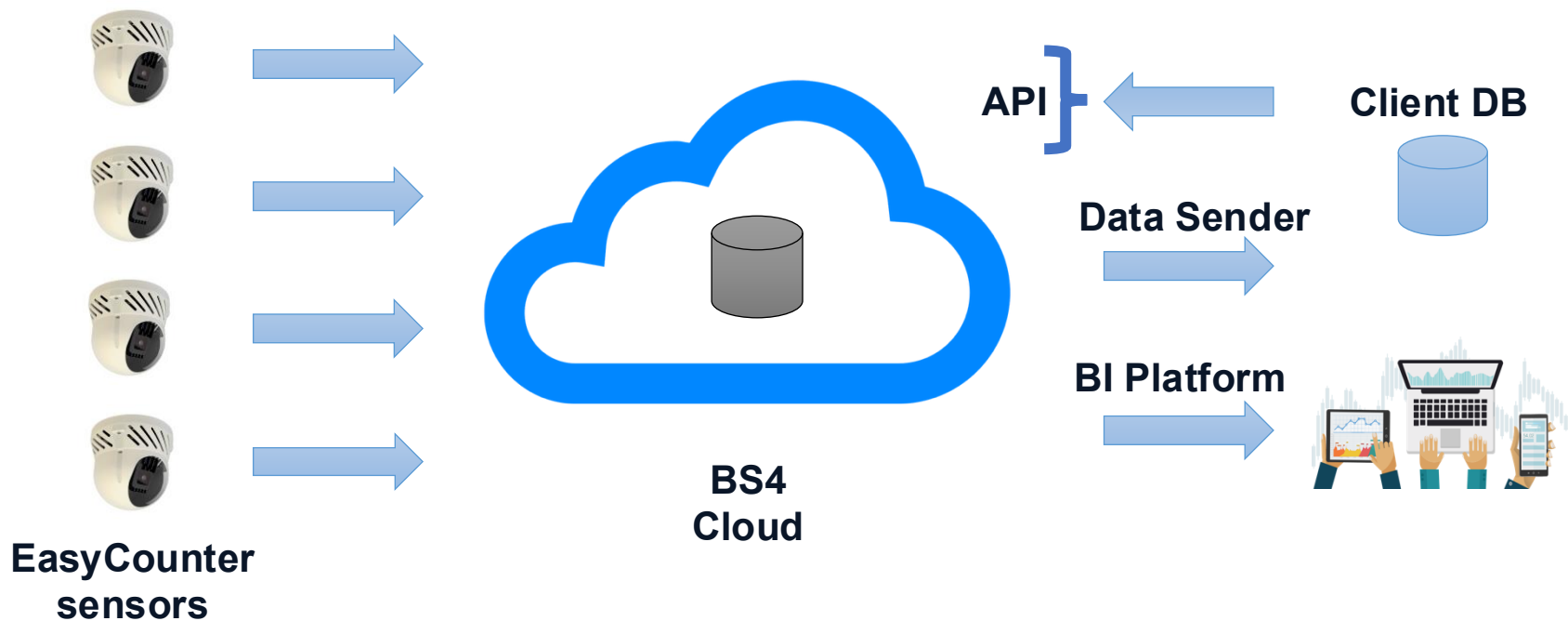
Single sensor → multiple options

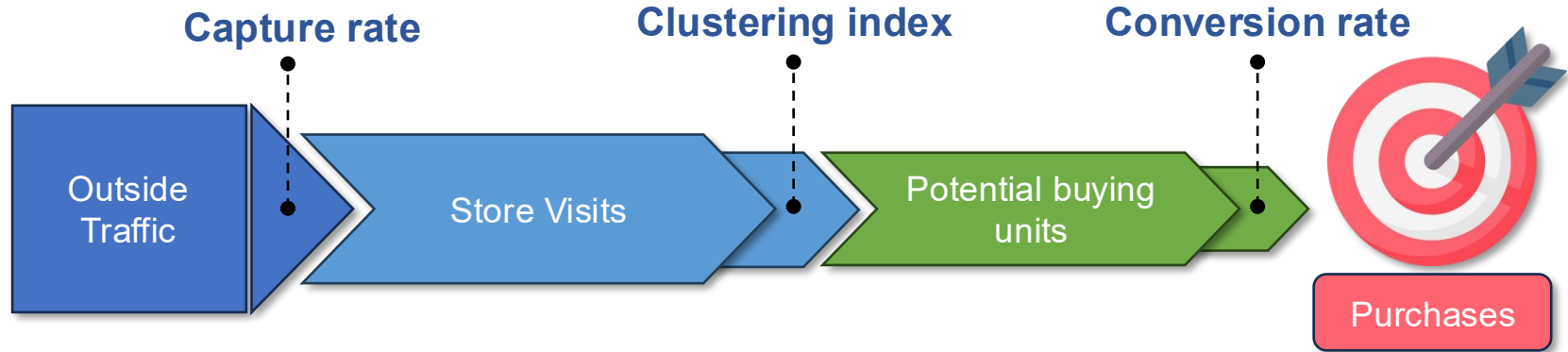
EasyCounter



Architecture

EasyCounter





AI agents:

- Trend analysis 
- Role-based insights 
- Generative reporting for custom analytics 

VICTORIA'S SECRET



#NewOpening







Monitoring & reliability

- Proactive monitoring
- Uptime & data integrity tracking
- Anomaly detection
- Data continuity



Support

- Ticketing platform
- First-level support (L1)
- Second-level support (L2)



Evolution

- Minor & major releases

Room of optimization

EasyCounter

Negotiate with your landlord



Shifts aligned to peaks



Optimized opening hours



Know your typical customer



End-to-end demographic & trend analysis



Benefits & opportunities



Plug & play

Live in minutes — no integrator, no setup project.



Wireless, no cabling

WiFi connectivity cuts install cost and store disruption.



Pay only for what you use

Modular features: turn on — and pay for — only what you need.



Future-proof

New features unlock on the same hardware. No replacement.



GDPR compliant

Anonymous, privacy-by-design. No personal data stored.



Know who walks in

Gender, age, groups & families — not just a head count.



Accurate data

Staff excluded, reliable counts — decisions you can trust.



Cut hidden costs

Optimize staffing & hours; renegotiate rent with hard proof.



Insights, done for you

Preconfigured dashboards, reports & alerts — we read them with you.

BS4 main customers

EasyCounter

DIESEL

Maison Margiela

M A R N I

JIL SANDER



G U C C I

PERCASSI



VICTORIA'S
SECRET

YVES SAINT LAURENT

C.P.
COMPANY

for all mankind®



VANS
"OFF THE WALL"



GARMIN®

BULLFROG



Bath
& Body
Works



Worldwide installations

EasyCounter



65%

EMEA

25%

APAC

10%

AMER



in partnership with



2000

Foundation



+200

Customers



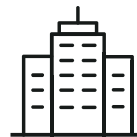
Worldwide

Delivery



120

Employees



Chiasso

Headquarter

Thank you



Mirko Marcovaldi

IT STRATEGY CONSULTANT