# CVT SYSTEM

## Customer Volume Tracking System

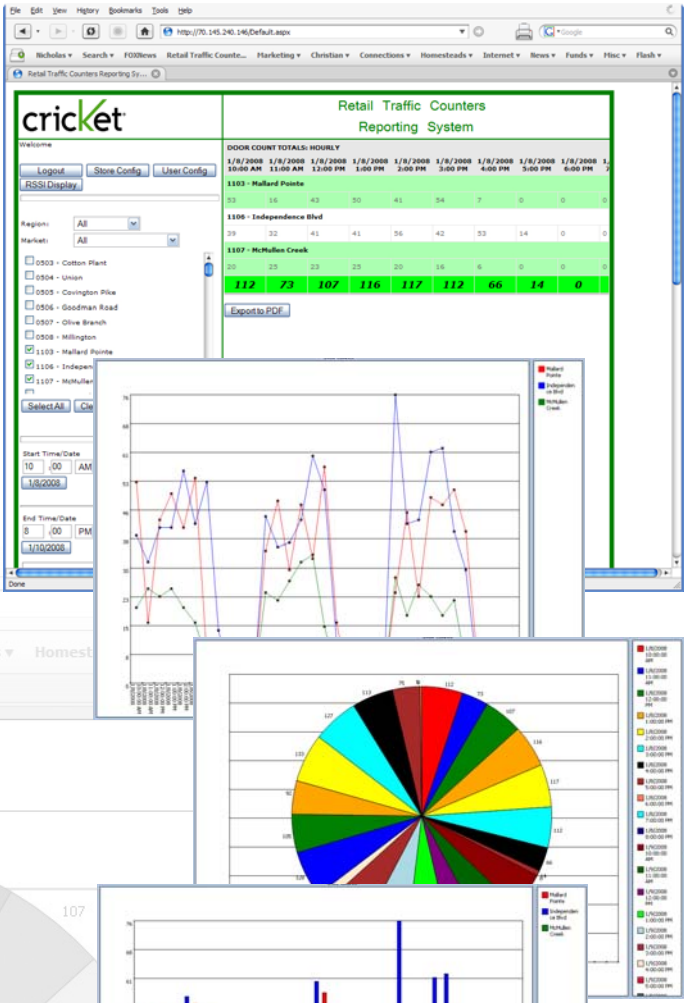
The Customer Volume Tracking System provides business owners with up-to-the-minute customer volume information from multiple business locations anytime, day or night.

### BENEFITS

- Help determine your sales closing rate by correlating store traffic with sales volume.
- Test marketing promotions and advertising effectiveness
- Review historical customer volume by store and date
- Identify retail traffic by time of day
- The CVT Enterprise website enables 24/7 real time monitoring of multiple store locations
- Determine best placement for inspirational purchases by monitoring traffic for each individual door

# Business owners need access to customer volume statistics at a moment's notice . . . and the Customer Volume Tracking System is the way.

**Introducing the CVT SYSTEM, the Customer Volume Tracking System for today's business owners.**




The **CVT System** enables the business owner to log on to the Enterprise Web Site any time, day or night, through the Internet and view password-protected charts and graphs of current or historical customer volume data. These charts and graphs represent the number of patrons that have entered the store.

With the optional **Zone Tracker**, the owner is also able to determine which areas of the store are the busiest. The Enterprise Web Site keeps the business owner informed of traffic flow for every hour of the day, week, or month.

**The CVT System maintains statistics on:**

1. Total number of visits per hour over a 24 hour time period.
2. Total number of visits each day.
3. Total number of visits each week.
4. Day of the week comparisons.

The **CVT System** consists of a T-900 Wireless Transceiver connected to an IR Door Sensor(s) (one for each door) and power source (AC or DC powered) at the door. The T-900 then communicates to a Wireless Base Unit with an Ethernet Link that is plugged into a high-speed Internet access point, through which the Base Unit transfers statistics and reports to an Internet server.

# The CVT System Architecture

Each entrance to the establishment is fitted with an infrared sensor that detects the entry of each patron. The entry sensors send their impulses to the CVT System's T-900 Wireless Transceiver which sends the data to the CVT Internet Link which, in turn, is hardwired to an Ethernet Router. The impulses are then carried over the Internet and registered at the Enterprise Web Site. There the data is maintained and displayed at the owner's discretion.

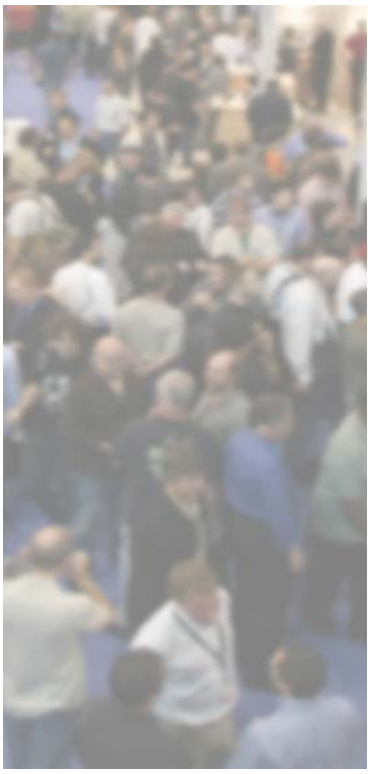

The impulses sent from the Door Sensors to the Internet Link may be carried via hard wire or, if it is not convenient to locate the Internet Link near the Door Sensors, the impulses may be carried wirelessly by the CVT Wireless Base Unit. The wireless impulses are then received by the T-900 and passed on to the Internet.

Each T-900 unit is able to monitor up to 7 doors and is powered by the owner's choice of a remote-mounted D-cell battery pack or, a plug in 12v AC wall transformer. The Wireless Base Unit and the Internet Link are powered by a 12v AC wall transformer.

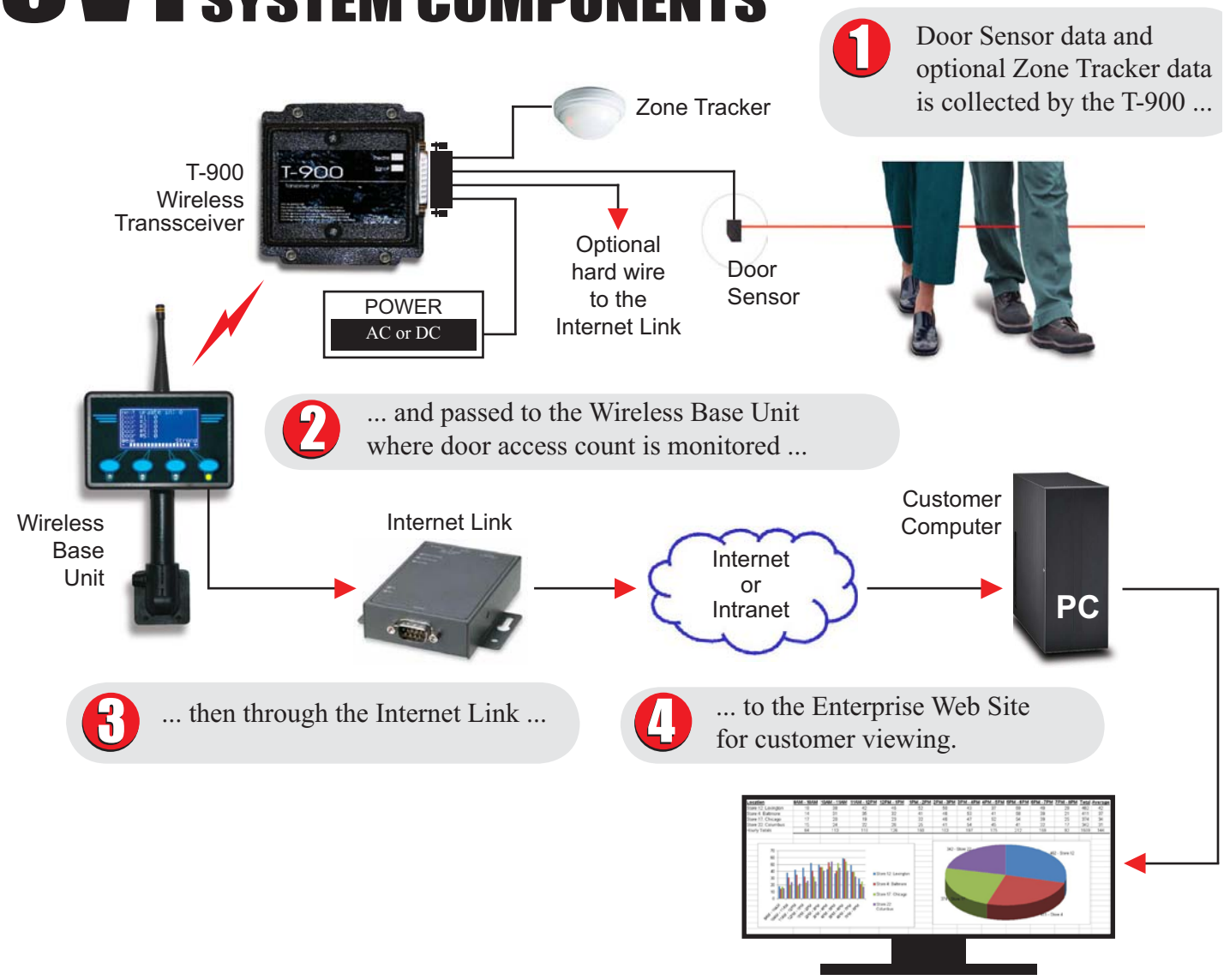
The optional Zone Tracker enhances the CVT System with the ability to read heavy traffic areas in the establishment and include its data in the Enterprise Web Site.

The CVT System communicates with a remote server that is running the CVT Statistic Tracking Software.
The CVT software can be configured to download information from each of the owner's locations on a hourly basis, any time it is required. The CVT statistics software will not only display the data online but also generates a CSV (comma delimitated) or PDF file that can be downloaded for archive and/or imported into an Excel spreadsheet. The CVT statistic software will display the customer volume data in a graphical representation such as bar, pie, and line charts.

The CVT System incorporates fault detection features that notify corporate should there ever be a communication error or fault such as a RF signal degradation with a T900.



# CVT SYSTEM COMPONENTS




## System Specifications:

| | |
|---|---|
| **Transceivers Temperature Range:** | 0 - 90 Celsius (Same temp specs apply to all components) |
| **T-900 Wireless Transceiver Power:** | AC 110v or DC Battery Pack |
| **Wireless Base Power:** | AC 110v or Provided by any PC Computer |
| **Wireless Base Max. Range:** | 300 feet, Extendable with Repeaters |
| **PC Minimum Requirements:** | Intel Celeron 1Ghz CPU, 1 USB port, 512MB RAM & 5 GB HDD |
| **Operating System:** | Windows 98®, Windows XP®, Windows NT®, Windows 2000® Windows 2003®, Windows 2008® |

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