

MegaPX Indoor Analytics Dome



The **MegaPX Indoor Analytics Dome** from March Networks® is an analytics-enabled, fixed indoor IP camera with a remote zoom/focus lens for easy set-up. The camera is ideal for retailers and banks that need the power of video analytics to automatically monitor and improve business efficiency. It combines high-definition (HD) 1080p video with powerful High Dynamic Range (HDR) for excellent image quality in all lighting conditions.



When combined with March Networks Searchlight™ software, the MegaPX Indoor Analytics Dome allows you to integrate video from your retail stores or bank branches with POS/teller/ATM data and video analytics, making it easy to perform tasks like monitoring queue lengths, gauging customer dwell time, people counting, operations and security audits, and much more — all via an intelligent, icon-driven dashboard.

THE ADVANTAGE OF ANALYTICS AT THE EDGE

March Networks' analytics reside on the camera, as opposed to on a server or in the cloud. This provides real-time, accurate analytics, without degrading server performance or compromising bandwidth.

CAPTURE DETAILS IN DYNAMIC LIGHTING CONDITIONS

Even when lighting conditions are highly contrasted (for example, when certain areas of the scene are dark and other areas are brightly lit), the MegaPX Indoor Analytics Dome is equipped to deliver all the details, thanks to its HDR technology. The camera captures images of the same scene — taken with varying shutter speed/aperture combinations — and produces a set of images with varying luminosity and depth of field. It then automatically merges those images together to create video comprised of the most focused, well-lit, and colorful parts of the scene.

CALIBRATE THE CAMERA FOR ANALYTICS IN LESS THAN 5 MINUTES

The set-up procedures are easy to follow, with a step-by-step process that ensures the analytics are properly configured before they can be enabled. This prevents customers from prematurely enabling the analytics and guarantees that the analytics will work as expected. It also reduces support issues and increases customer satisfaction with the results. No need for deep knowledge of how analytics work and no complicated analytics value settings.

BALANCE TRADITIONAL SURVEILLANCE WITH BUSINESS ANALYTICS

The camera provides a good balance between accuracy and field-of-view, so it can be used for effective traditional surveillance in addition to its analytics capabilities.

FEATURES

- 1080p images
- People counting
- Queue length monitoring
- Customer dwell time
- Security analytics (motion detection, wire-cross, active video tampering)
- High Dynamic Range (HDR)
- True Day/Night (TDN)
- Alarm and audio I/O
- Privacy masks
- Remote zoom/focus, 3-9mm, DC iris lens
- Vandal-resistant housing
- Shadow Archiving™ with microSDHC
- Simultaneous H.264 and M-JPEG compression streams
- Easy to install the camera and calibrate the analytics
- Power over Ethernet (PoE)
- March Networks Cloud support

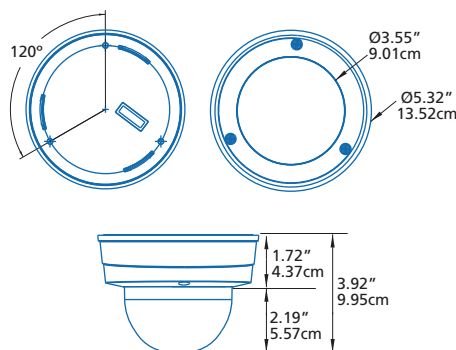
PART NUMBERS

CAMERA

- 29703

ACCESSORIES

- 28319 – Indoor Flush Mount Adaptor
- 30327 – 1.5" NPT Mount Adaptor
- HOMINIDOMESMA – Pendant Mount
- HOMINIDOMEWB – Wall Mount
- HOMINIDOMEPPMA – Pole Adaptor
- 27639 – Corner Adaptor
- 28317 – Indoor Electrical Plate Adaptor (Surface)
- 30323 – Side Cable Access Housing
- 27392 – Tinted Bubble (10-Pack)



Convert your video into data that will help you analyze and improve your business

PEOPLE COUNTING

Determine occupancy and conversion rates

What you see...

People coming and going throughout the day, with no indication of how many customers visited your location or purchased anything.

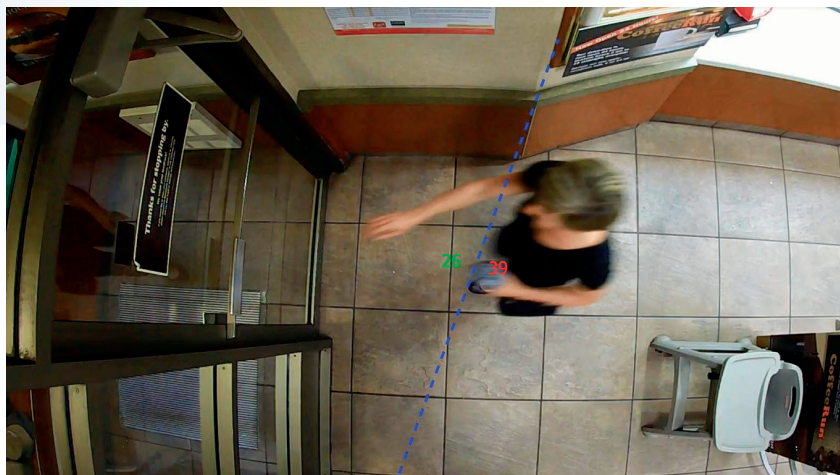


What the analytics dome sees...

- Number of people who entered and exited your facility.
- Instances of people exiting via an entrance.
- When maximum occupancy is exceeded.

What you can learn ...

- Your peak and low customer periods to maintain optimal staffing levels.*
- Which of your locations has the most/least visitors, and which of your entrances has the most/least traffic.*
- Which location converts the most shoppers into buyers.*
- When occupancy is exceeded, or when a target has been met in terms of the number of people.
- Align security requirements with store traffic.*



QUEUE LENGTH MONITORING

Determine how many customers are waiting in line and for how long

What you see...

Customers waiting in line, with no indication of how many are waiting, or how long they've been in line.

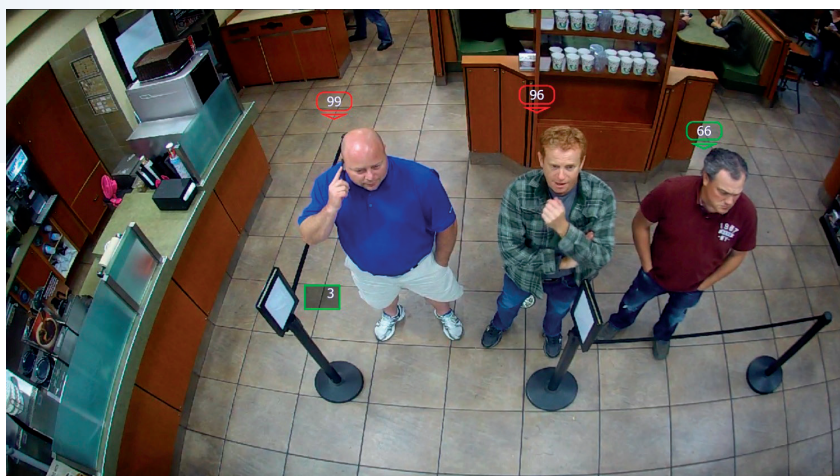


What the analytics dome sees...

- Number of people in line and how many seconds each person has been waiting.
- When the "maximum wait time" has been exceeded (user-definable).
- Whether there are too many, or too few, people in the queue (user-definable).

What you can learn...

- What time (or day) sees the most people waiting in line and for how long.*
- Your average customer service speed, even between multiple locations.*
- Actual queue activity in real-time (via an alert) so you can adjust staffing levels/ investigate issues.
- The success of point-of-sale marketing campaigns by integrating video with your store's transaction data.*





The camera can perform all analytics via an angled field of view, a more traditional perspective for general surveillance

CUSTOMER DWELL TIME

Determine how many visitors are in a specific area, and the average amount of time they spend there

What you see...

Customers pausing in certain locations, while other areas remain completely vacant.



What the analytics dome sees...

- If people are in a certain area of your facility and how many seconds they linger there.
- When the "maximum dwell time" has been exceeded (user-definable).
- If there is a customer present when a transaction is taking place (providing evidence to evaluate suspicious transactions).



What you can learn ...

- The success of marketing campaigns and promotional materials in specific stores or regions (including hourly, daily, weekly and monthly analyses of actual customer behavior).*
- The number of customers that enter areas around a promotional end-cap to gain true marketing metrics and align stock levels.*
- If loitering is taking place (around an ATM, for example).
- If customer service is timely and efficient.*
- If suspicious transactions are taking place.*

*Requires March Networks Searchlight for Banking or Searchlight for Retail

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CAMERA

Image Sensor	1/3" progressive scan CMOS
Lens	3-9mm, F1.2, DC iris, remote zoom/focus
Horizontal Angle of View	83.2° – 33.5°
Minimum Illumination	
Color	0.05 lux @ F1.2 (30 IRE, AGC on)
B/W	0.01 lux @ F1.2 (30 IRE, AGC on)
Wide Dynamic Range	100dB
Shutter Time	1/25 to 1/1000 sec
Camera Angle Adjustment	Pan 360°, Tilt 156

VIDEO

Video Compression	H.264, M-JPEG
Resolution	1080p (1920x1080) to CIF (352x288)
Frame Rate	Up to 30fps @ 1080p
Video Streaming	Dual-stream H.264 and M-JPEG (1080p on stream 1; D1 on stream 2) Controllable frame rate and bandwidth CBR/VBR H.264; VBR M-JPEG (quality settings)
Image Settings	Sharpness, contrast, brightness, hue, saturation, max gain, white balance, day/night mode, dynamic range mode, shutter time, 3D noise reduction, image flip, privacy patches

AUDIO

Audio Streaming	Two-way
Audio Compression	G.711 PCM, ADPPCM, configurable bit rate
Audio Input/Output	Stereo line in; stereo line out

NETWORK









Security	Password protection, IP address filtering, connection management, LDAP authentication, HTTPS encryption (configuration only), 802.1X, smartcard/USB token authentication
Supported Protocols	HTTP, HTTPS, IPv4, TCP, UDP, DHCP, ARP, LDAP

SYSTEM INTEGRATION

Intelligent Video	People counting, queue length monitoring, customer dwell time, video motion detection, active video tampering, wire-cross
Alarm Trigger	People count exceeded, queue length exceeded, queue wait time exceeded, dwell time exceeded, wrong way detection, wire-cross, video motion detection, active tampering, external input
Alarm Events	Video recording to local storage (microSDHC), external output activation

GENERAL

Housing	Light-weight, durable, vandal-resistant, indoor plastic housing
Power	24VAC; PoE IEEE 802.3af Class 0
Connectors	Female RJ-45 100BASE-TX PoE, 1 alarm input, 1 alarm output, audio line in, audio line out, 24VAC power
Local Storage	MicroSDHC memory card (sold separately)
Operating Conditions	14° to 122° F / -10° to 50° C (0-90% RH, non-condensing)
Mechanical Weight	1.08 lbs (0.49 Kg)
Dimensions (H x D)	3.92 x 5.32 in / 9.95 x 13.52 cm
Regulatory Approvals	CE – EMC Directive; 2004/108/EC; Standards EN55022; EN55024; EN50130-4; FCC Part 15 Subpart B; ICES-003; UL-60950-1; RoHS Directive (2002/95/EC); C-Tick
Included Accessories	Software CD (including Installation Guide, Configuration Guide, Analytics User Guide, Command Client User Guide, and browser), mounting template

	Part Number		Part Number
	28319 Indoor Flush Mount Adaptor		HOMINIDOME PMA Pole Adaptor Also requires 30327 1.5" NPT Mount Adaptor and HOMINIDOMEWB Wall Mount
	30327 1.5" NPT Mount Adaptor		27639 Corner Adaptor Also requires 30327 1.5" NPT Mount Adaptor and HOMINIDOMEWB 1.5" NPT Wall Mount
	HOMINIDOME SMA 1.5" NPT Pendant Mount Also requires 30327 1.5" NPT Mount Adaptor		28317 Indoor Electrical Plate Adaptor (Surface)
	HOMINIDOME WB 1.5" NPT Wall Mount Also requires 30327 1.5" NPT Mount Adaptor		30323 Side Cable Access Housing