

## **MallTrendz** A Shopper counting solution for Malls

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**MallTrendz** is a shopper counting solution for malls. Malls can use this information to **set advertisement, rental and real estate rates** for stores inside a mall.

**MallTrendz** enables malls to monitor shopper trends in real time. A nearly exhaustive reporting suite enables extensive trending and analysis of shopper counts.

The solution comprises of two parts: counting units and local reporting software. Counting units are deployed at various entrances/exits.

1. Consolidated, multi-location, real time tracking of shopper numbers.
2. Email reports and FTP data.
3. Counting points feature an intuitive, web based, remote configuration interface.
4. Easy remote installation of counting points.
5. Unlimited Counting point scalability.
6. Cloud hosted reports with a subscription to ReportsAnywhere.
7. MallTrendz is scalable to a multi-location Mall chain.