

NEW FISHEYE CAMERA

MORE ACCURATE HEAT MAP BASED ON DEEP LEARNING



The new Fisheye is a single-sensor 360° panoramic monitoring camera. Upgraded with new functions such as Deep Learning Heat Map and H.265/H.265+ video compression, ideal for retailers.

Key Features

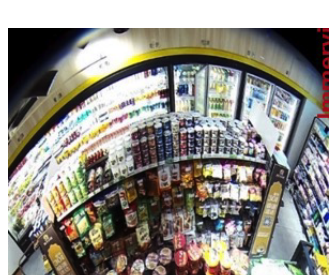
1. Immersion Lens Comparison

- ▶ More Detail
- ▶ Less Distortion

▶ Standard lens



Fisheye View



Single Panorama

▶ Immersion lens



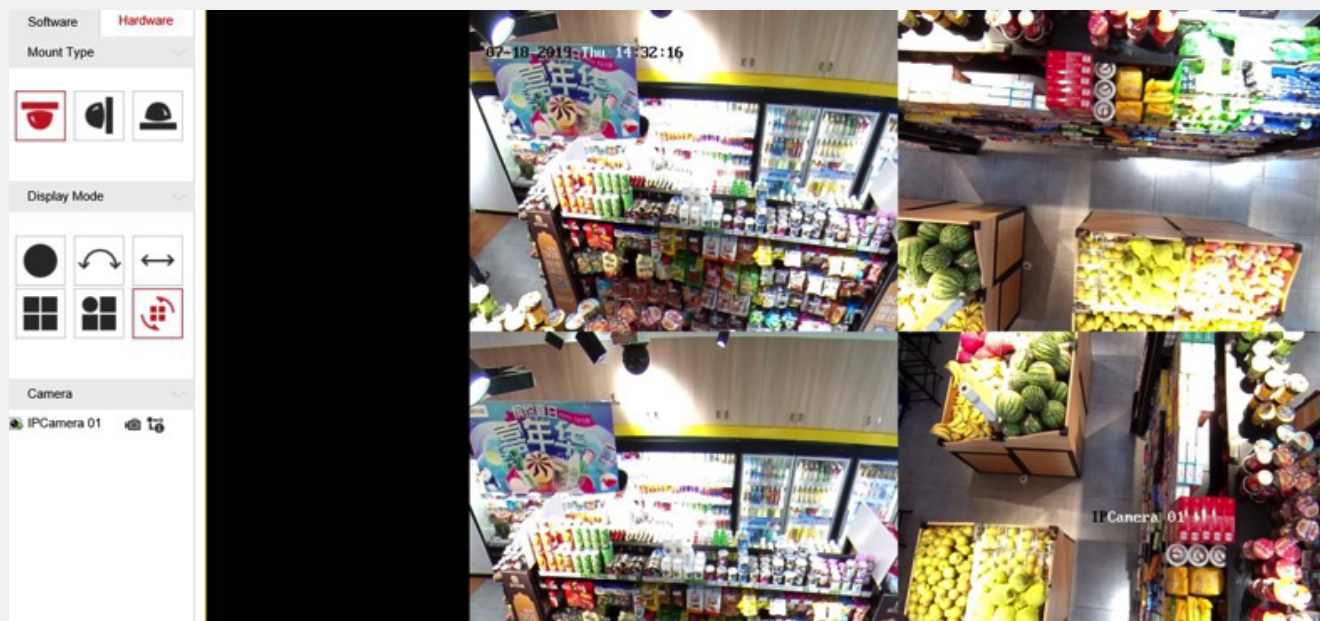
Fisheye View



Single Panorama

2. Multiple Expansion Modes

- ▶ 6 Hardware display modes
- ▶ 15 Software display modes

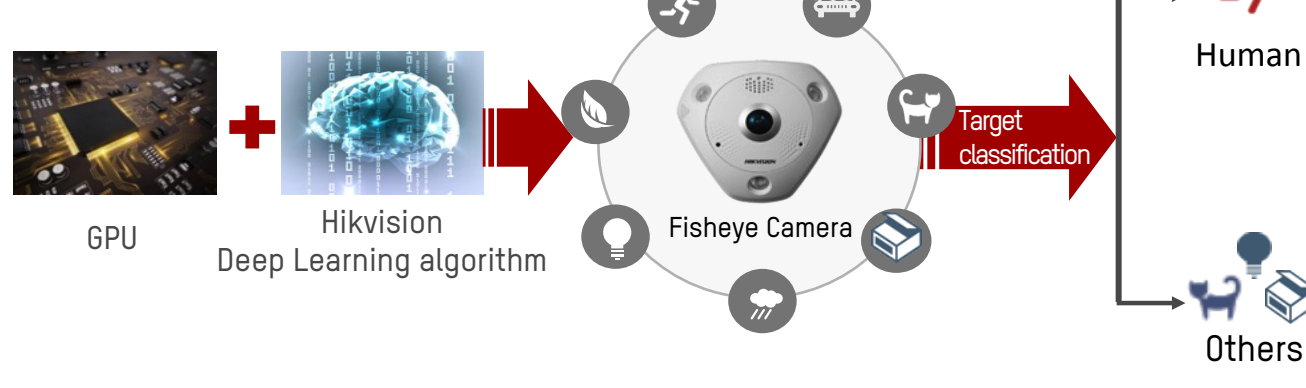


▶ Hardware Dewarping: 4PTZ fusion modes

Easily switch between multiple viewing modes to examine the full scene in the most convenient and effective way.

Smart Business Intelligence With Deep Learning

What is Deep Learning technology?



Simulating the way the human brain works, the Deep Learning algorithm detects target features by itself and is able to distinguish humans from other targets.

Heat Map

This Fisheye camera is able to provide statistics on a heat map about people's movements in the camera's field of view, highlighting the places where people tend to stay and for how long.



Color Schemes: High (1434 person(s)) Low (0 person(s))

▶ By people number



Color Schemes: High (20min 3s) Low (0 s)

▶ By dwell time

Intersection Analysis



Customer flow in different directions can be counted, so shop owners can analyse the proportion of people entering the store to improve store merchandising and attract more customers.

People Counting



People counting data is a powerful metric that can be used to evaluate general store performance and marketing activities, such as sales, events, and campaigns.

Benefits for Retailers

- Understand consumer psychology
- Provide a data foundation for promotion plans
- Optimise merchandise display and route planning
- Control costs

Product Showcase

Fisheye Camera - Indoor

DS-2CD63C560-IVIS



- Immersion Lens**
Outstanding images & wide angle view (*DS-2CD63C560 only)

- Multiple Dewarping Modes**

Fisheye Camera - Outdoor

DS-2CD636560-IVIS



- Deep Learning**
Heat map, intersection analysis

- Three-Way IR Lights**
Independently adjustable

- Exportable Original Data**