



**Spaces
redefined**



Accurate 3D People Counting for Retail & Smart Spaces

Reliable physical-world data for retail analytics, business intelligence and AI.

Measure more than store entries

AIRIA is a 3D people-counting sensor designed to measure visitor traffic and behaviour accurately and anonymously. Beyond traditional entrance counting, AIRIA can measure:

- Store entries and exits
- Passerby traffic and shop-window engagement & dwell
- Visitor groups
- Dwell time
- Queue length and waiting time
- Occupancy

Configurable counting lines, measurement zones and height filters allow AIRIA to be adapted to different locations and use cases.

Understand the customer journey before the door

Traditional people counting starts when somebody enters the store. AIRIA can start earlier. With a sensor positioned at the shop window, retailers can measure potential customers passing the storefront and analyse engagement in front of the window. Combining passerby and entrance measurements enables retailers to calculate capture or turn-in rate and better understand why store traffic changes. When AIRIA data is combined with POS transaction data, analytics platforms can extend this journey further to conversion and sales.

Reliable data starts with correct measurement

Accurate analytics depend on accurate source data. A professional people-counting system therefore requires more than a high-quality sensor. Correct installation, configuration and validation are essential to ensure that the measurement reflects what is actually happening at the location. **AIRIA** combines precise 3D sensing with professional setup and counting-accuracy validation to provide a reliable foundation for retail KPIs, analytics and downstream AI applications.

Built for open integration

AIRIA supplies measurement data to the platform or application selected by the customer or integration partner — without requiring a proprietary analytics platform.

- Subscription-free
- Analytics-agnostic
- Device management & validation tool included

A Reliable Foundation for AI

AI can analyse large amounts of data, but its conclusions depend on the quality of the information it receives. Accurate, correctly configured and validated physical-world measurement gives AI and analytics systems a stronger basis for understanding what is happening in a real retail environment.



Passerby



Window engagement



Store entry



In-store behaviour



Purchase

AIRIA Sensor Capabilities

- **People Counting**
Accurate 3D measurement of people entering and leaving physical locations.
- **Passerby Counting**
Measure potential customers moving past a storefront without requiring them to enter the store.
- **Shop-Window Engagement**
Measure how long people remain in front of a shop window and analyse engagement with the storefront.
- **Group Counting**
Identify visitors moving together as groups and add additional context beyond individual visitor counts.
- **Height-Filter Based Counting**
Configurable height filters allow defined visitor categories to be counted separately without demographic age recognition.
- **Dwell Measurement**
Measure how long visitors remain within defined areas.
- **Queue & Waiting-Time Measurement**
Monitor queue length and waiting time for service, checkout or other customer processes.
- **Occupancy**
Track the number of people within defined spaces or areas.
- **Configurable Measurement Areas**
Create counting lines, measurement zones and other sensor-specific measurement configurations for different applications.
- **Multi-Sensor Installations**
Multiple AIRIA sensors can be used where larger entrances or measurement areas require extended coverage.

Retail KPIs Enabled by AIRIA

AIRIA measurements can provide the foundation for important retail performance indicators.

- **Footfall** - Number of visitors entering the store
- **Passerby Traffic** - Number of potential customers moving past the storefront.
- **Capture / Turn-In Rate** - Store entries compared with passerby traffic.
- **Shop-Window Engagement** - Time spent in front of storefront, measured through passerby presence and dwell.
- **Occupancy** - Number of visitors present within the measured area.
- **Queue Performance** - Queue length and waiting-time development.
- **Conversion Rate** - Visitor data combined with transaction data from a POS or other sales system.

AIRIA measures the physical-world activity. External analytics platforms can combine these measurements with transactions, staffing, marketing or other operational data.

Technical Data

Category	Description
Power over Ethernet (PoE)	IEEE 802.3af
Power consumption	max. 5 W
Operating temperature	0°C to + 40°C
Installation heights	2.20 m to 6.00 m - supports low ceilings with 2.40 m width
Coverage width	2.40 m to 8.50 m (up to 44 m²)
Configuration	Web GUI; Remote Device Manager; custom pre-configuration
Dimensions (LxWxH)	132 x 91 x 35 mm
Protection class	IP 40
Weight	350 g
Communication protocols	IPv4, HTTP, HTTPS, IEEE 802.1x, DNS, DHCP, NTP, FTP, JSON-RPC API

Designed for Integrators

AIRIA is built to fit into existing customer and partner technology environments.

- Analytics-agnostic architecture
- Real-time measurement data output
- Standard network-based integration
- Remote Device Manager included
- Professional setup support
- Validator tool included
- Flexible configuration
- No mandatory analytics subscription

Partners can integrate AIRIA data into their own analytics solutions or into systems already used by their customers.

Accurate Measurement Matters

People-counting data is often used to calculate other business KPIs. If the underlying visitor measurement is inaccurate or incorrectly configured, calculations such as capture rate, conversion rate, occupancy or traffic trends can also become misleading.

AIRIA therefore combines 3D sensing technology with professional configuration and validation to help create a trustworthy measurement foundation.

Reliable measurement → Reliable KPIs → Better analytics

CONTACT

Professional 3D people counting without analytics lock-in.

Get in touch with us for partnership opportunities, technical information or project enquiries.

Scan the QR code or just send us an email:
info@getairia.com

