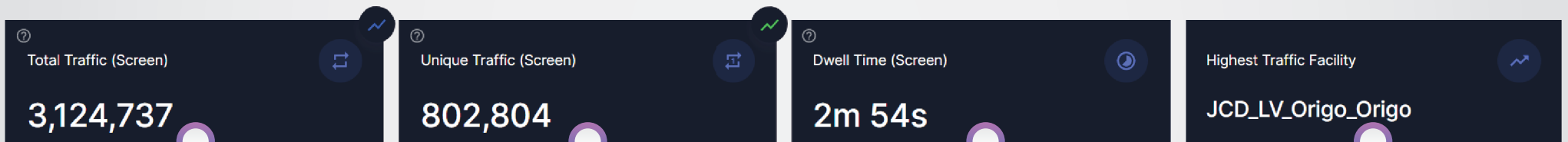


# ((( AllUnite sensors )))

detects WIFI signals on devices within a 50m radius from the sensor and collects MAC addresses of devices, thus providing real-time data on the flow of people. They are posted on our billboards. Data is collected and compiled in accordance with the GDPR regulation.

The time period for which the data is selected - in this example, it is a whole week, which is one of the most common campaign durations, but it is also possible to select data for specific hours.

You can select one or more stands. If multiple stalls are selected, aggregated data will be displayed.



**Total Traffic** represents the total traffic around the selected stands during the selected time period.

**Unique Traffic** indicates the unique devices near the stalls.

**Dwell Time** indicates how long a person spends on average (taking into account all selected structures) within 50m of a structure.

**Highest Traffic Facility** - the stand at which the greatest flow of people was perceived. If data for only one structure is selected, the name of that structure will appear here.

If you need more information, contact your sales manager