sub:net/k

SOLUTION GUIDE

Dwell time & store layout

See which displays actually stop shoppers.

Used in Retail

THE PROBLEM TODAY

Layouts, promotions and new formats judged on gut feel and a store visit. Nobody can prove which displays hold shoppers before a refit is rolled out across the estate.

WITH SUBNETIK MONITORING

Dwell time and zone traffic show which displays hold shoppers — evidence to test a layout in one store before rolling it out everywhere.

1 HOW IT FITS TOGETHER

SENSOR **VS121** — USB-powered, ceiling

LoRaWAN radio

GATEWAY **Milesight UG63** — Covers the site

Ethernet / 4G

NETWORK SERVER **LORIOT** — Secure device network

Secure cloud

DASHBOARD **ThingsBoard** — Live view & history

Rules

YOU **Instant alert** — SMS · WhatsApp · email

2 CHOOSE YOUR SENSOR

RECOMMENDED



Milesight VS121

AI occupancy sensor

Best for: Shop floors — headcount and dwell time across up to 16 mapped zones.

MEASURES	ZONES	PRIVACY	POWER
Headcount & dwell	Up to 16	No images	USB-C

OR, DEPENDING ON YOUR SITE



Milesight VS133

ToF people counter

Choose when: You also want entry counts and heat maps from the same device — no images captured.

Depth sensing, no images · 99.8% accurate



Milesight VS135

Ultra ToF people counter

Choose when: High-ceilinged stores and atriums up to 6.5 m.

For high ceilings up to 6.5 m · no images

3 WHERE TO FIT IT

1. **Ceiling-mounted above the zones you want to compare**
   Promotions, new displays and key categories.
2. **Map zones to fixtures, not floor tiles**
   So results line up with merchandising decisions.
3. **Test in one store, compare with another**
   Before and after a refit, or A/B between stores.

4 PICK YOUR GATEWAY

TYPICAL FOR THIS



SMALL SITE
UG63
Shop, villa, one floor



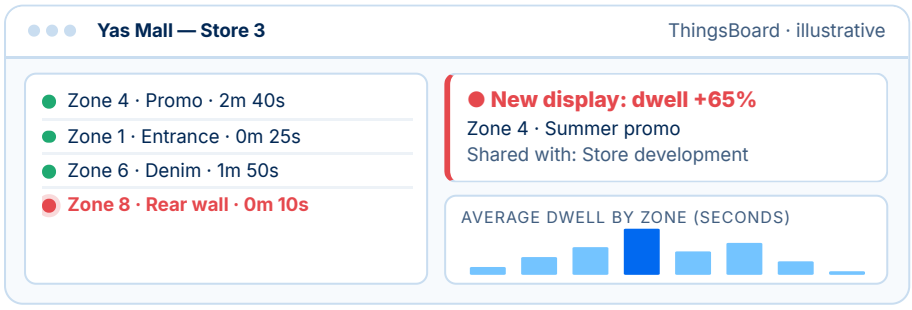
BUILDING
UG65
Tower, hotel or plant



OUTDOOR
UG67
Community, yard, campus

One gateway serves every sensor on site — confirmed by a short survey.

5 WHAT YOU'LL SEE



⚠ **New display: dwell +65%**
Zone 4 · Summer promo

✓ **Layout approved for 12 stores**
Rear wall redesign next.

SMS · WhatsApp · Email

Prove it on your own site

We scope a pilot around this problem and configure everything for you.

Talk to Subnetik

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