sub:net/k

SOLUTION GUIDE

Footfall & conversion

Know who walked in, not just what sold.

Used in Retail

THE PROBLEM TODAY

Footfall estimated or not counted at all, so conversion, staffing and lease decisions rest on sales figures alone. Sales show what sold — not the shoppers who walked out.

WITH SUBNETIK MONITORING

Accurate entry and exit counts by store and zone, hour by hour — conversion you can measure, and rotas built on real traffic.

1 HOW IT FITS TOGETHER

SENSOR — **VS133** — Mains-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 VS133

ToF people counter

Best for: Store entrances — counts in and out with depth sensing, no images captured.

COUNTS	PRIVACY	POWER	FITTING
In / out, 99.8%	No images	12 V mains	Ceiling

OR, DEPENDING ON YOUR SITE



Milesight VS135

Ultra ToF people counter

Choose when: High ceilings up to 6.5 m — malls, atriums and flagship stores.

For high ceilings up to 6.5 m · no images



Milesight VS125-LW

Wide-angle people counter

Choose when: Wide entrances and low ceilings — one unit covers around 40 m².

130° view · wide doors, low ceilings · no gateway needed

3 WHERE TO FIT IT

1. **Above each entrance, just inside the door**
   Counts everyone crossing a virtual line.
2. **Extra counters on escalators and zone entries**
   Shows how traffic splits through the store.
3. **Staff excluded automatically**
   Counts shoppers, not your team.

4 PICK YOUR GATEWAY

TYPICAL FOR THIS



SMALL SITE — **UG63** — Shop, villa, one floor



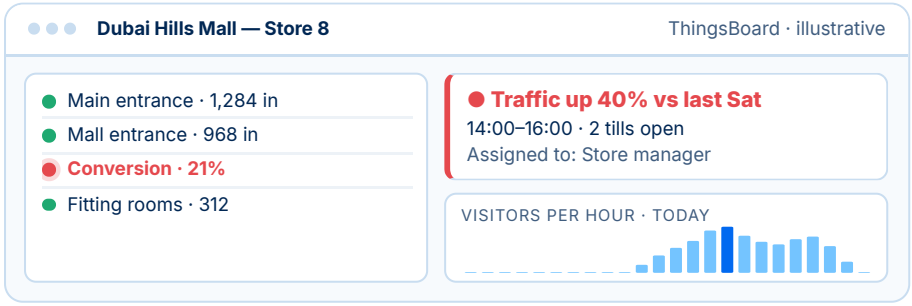
BUILDING — **UG65** — Tower, hotel or plant



OUTDOOR — **UG67** — Community, yard, campus

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

5 WHAT YOU'LL SEE



⚠ Traffic up 40% vs last Sat
14:00–16:00 · 2 tills open

✓ Extra till opened · 14:20
Queue cleared, conversion recovered.

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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