

WebIT is the web based server software created by HeadCount Systems for the purpose of central warehousing data from HeadCount sites. WebIT provides sophisticated analysis, interpretation and presentation of HeadCount site data. WebIT is available to all HeadCount clients, offering real value to those who have more than one property in their portfolio. WebIT allows authorized users to access and remotely retrieve reports relating to their HeadCount sites with Chrome, Firefox, Opera, Safari (for Mac) and Internet Explorer (9+) web browsers. WebIT is protected by a managed username and password and a digital security certificate between the client web browser and server.

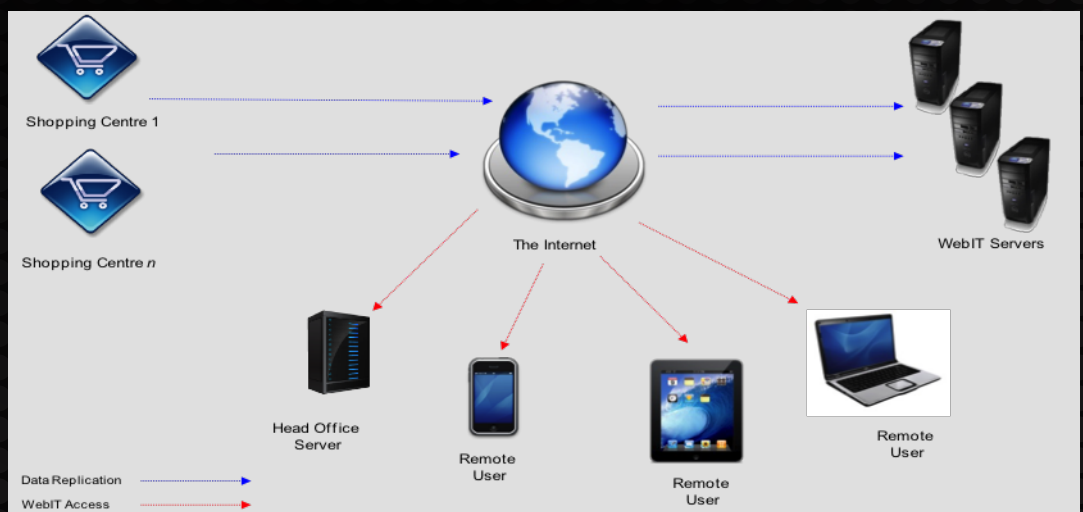
FEATURES

- Provides a variety of reports on the HeadCount site data
- Ability to compare data across time periods and/or locations within a site, in order to derive trends
- Graphical and tabular report formats
- Default report format of Adobe Acrobat PDF (.pdf) for most reports
- Other report formats: Microsoft Excel™ (.xls and .xlsx), Comma Separated Value (.csv) and Portable Network Graphics (.png)
- Variety of report format customizations, like PDF page size or CSV line separator
- Report resolution in Yearly, Monthly, Weekly, Daily or Hourly intervals
- User - friendly date picker for easy date selections
- Week start day specification for weekly reports
- Time window specification for all Total Visitor report intervals (as well as for all hourly report types), which can be predefined/saved on a per site basis
- Report on Site, Areas or Counting Groups (entrances and/or flow groups)
- •“Selected Details” panel, that summarizes the current report configuration
- Ability to define “favourite” reports or select from your commonly run reports for faster report generation
- Means to specify “push reports” (Automated scheduled reporting), that are created and emailed.
- Easily integrate custom reports
- REST API data portal for remote data access and user defined data integration
- Access to WebITMobile, a mobile application for Android, iOS and Blackberry 10OS

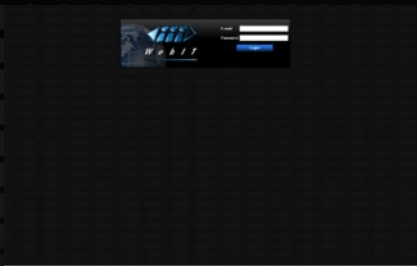
CLIENT SIDE REPORTING

WebIT can be accessed via the following Internet-enabled devices:

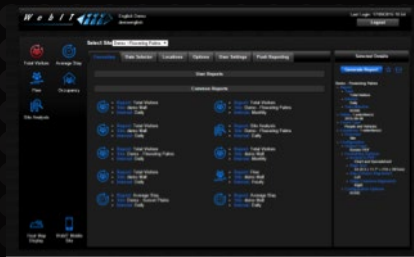
- PC
- Tablet
- Smart Phone



REPORT GENERATION



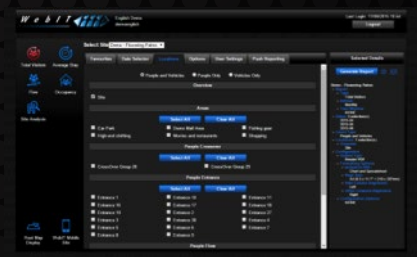
Step 1: Log in to WebIT



Step 2: Select a report



Step 3: Select a date(s)



Step 4: Select a location(s)

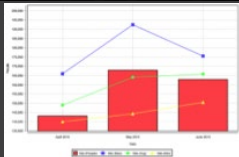


Step 5: Select report options

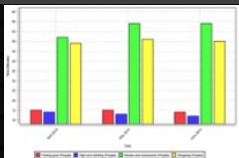


Step 6: View report

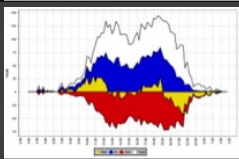
AVAILABLE WEBIT REPORTS



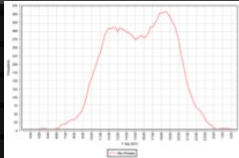
Total Visitors Report (eg. Monthly) - The graph displays the total number of visitors (people and/or vehicles) in monthly time resolutions. The age of the database allows for meaningful Minimum, Maximum and Average movements to be displayed on the same axis.



Average Stay - The average stay is the average amount of time (in minutes) that a visitor (person and/or vehicle) spends in a particular area.



Flow Report - The bi-directional flow chart shows the total IN for the selection as well as the total OUT. Also displayed is Total Flow (IN + OUT), and Nett (IN - OUT). Resolution is 5, 10, 15, 30 or 60 minutes depending on CountIT settings.



Occupancy Report - The occupancy shows the number of people (and/or vehicles) inside an area at any one time. Valid areas are any areas with access points counted by the HeadCount system e.g. Events Arenas, Centre Courts or Parking Areas.

Area	2013-01-01	2013-01-02	2013-01-03	2013-01-04	2013-01-05	2013-01-06	2013-01-07	2013-01-08	2013-01-09	2013-01-10	2013-01-11	2013-01-12	2013-01-13	2013-01-14	2013-01-15	2013-01-16	2013-01-17	2013-01-18	2013-01-19	2013-01-20	2013-01-21	2013-01-22	2013-01-23	2013-01-24	2013-01-25	2013-01-26	2013-01-27	2013-01-28	2013-01-29	2013-01-30	2013-01-31	Total
Area 1	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150
Area 2	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	150
Area 3	200	150	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	100	150	200	150	200	
Total	450	500	450	400	450	500	450	400	450	500	450	400	450	500	450	400	450	500	450	400	450	500	450	400	450	500	450	400	450	500	1350	

Site Analysis - This report is a variation of the total visitors report. It is a cross-table comparison of the selected dates with the selected locations. A row and column percentage can be shown if desired.