

FLIR **BRICKSTREAM[®] 3D+**



SATISFY OPERATIONAL AND MARKETING GOALS WITH A SINGLE SENSOR

By combining multiple technologies including Video, Wi-Fi and iBeacon into one sensor, the Brickstream 3D+ minimizes the expense of deploying and maintaining store infrastructure.

The Brickstream 3D+ provides traffic counting, labor optimization, and in-store analytics as well as Wi-Fi device detection that can feed metrics for new vs. repeat customer as well as loyalty program and incentive data.

SIGNIFICANT INFRASTRUCTURE AND MAINTENANCE SAVINGS

Retailers can now use the same infrastructure for traffic counting, labor optimization, mobile marketing, and customer loyalty initiatives.

UNIVERSAL DATA CAPTURE IN ONE DEVICE

Leveraging Brickstream 3D device technology, Brickstream 3D+ adds the capture of Wi-Fi device information and also integrates Bluetooth Low Energy (BLE) Beacon technology, that, until now, required multiple dedicated devices. Used autonomously or in tandem with other Brickstream sensors, Brickstream 3D+ provides unmatched flexibility. In addition, remote device configuration and management via an integrated web interface or, optionally, using the Brickstream Device Manager software allows for rapid deployment and reduces total cost of ownership.

MARKETING BENEFITS

The Brickstream 3D+'s integrated Wi-Fi and BLE supplement the traffic and in-store analytics data by providing detailed data on Wi-Fi enabled devices in or near the store site, enabling passerby traffic counts and behavioral metrics. BLE iBeacon support enables location-based information and services without the need to deploy additional beacons.

Technical Specifications

Item	Specification
Dimensions	76 x 152 x 38 mm 3 x 6 x 1.5 in.
Lens Options	Ranges from 2.0 mm to 5.7 mm supporting heights from 2.4 m to 11 m (8 ft up to 36 ft)
Enclosure	White powder-coated, die-cast aluminum. Black available by special order.
Field Upgradeable	Supports software upgrades over TFTP, HTTP, and HTTPS
Power	PoE (Class 3, Type 1 PD, 12 W max)
Power Consumption	7 W typical, 12 W rated maximum
Weight	1.1 pounds/ 0.5 kg
LEDs	2 multi-state RGB
Emissions Compliance	Complies with CE rules and Part 15 Class A of FCC Rules
Operating Temperature	0° to 45° C 32° to 113° F
Storage Temperature	-30° to 60° C -22° to 140° F
Memory	512 MB RAM 512 MB NAND Flash ROM
MicroSD Support	4 GB and 16 GB Not removable or swappable
Operating System	Linux
Certifications	FCC Part15 Class A, cUL CE mark CE Class A UL, CB

Connectivity

Item	Specification
Cabling	Category 5e (CAT5e) or better
Ethernet	Single channel 10/100 Mbps Ethernet or higher
Power	IEEE 802.3af PoE Type 1, Class 3
Addressing	DHCP or Static IP
Protocols	TCP/IP, DHCP
Time Synchronization	SNTP, Daytime Protocol, Proprietary
Data Delivery	HTTP, SMTP, FTP
Wi-Fi	2.4 GHz 802.11bgn. Monitor Mode only
BLE	iBeacon with configurable encryption key



Atlanta Office:
 FLIR Integrated Imaging Solutions Inc.
 2 Sun Court NW
 Suite 400
 Norcross, GA 30092
 T: +1 240 302 5415

Americas:
 Sales Inquiries:
 david.cereijo@flir.com
 Phone: +1 240 302 5415

EMEA:
 Sales Inquiries:
 stefan.eichblatt@flir.com
 Phone: +49 30 4432 7777

APAC:
 Sales Inquiries:
 justin.thing@flir.com
 Phone: +65 3157 1750

China & Japan:
 Sales Inquiries:
 jasmine.xue@flir.com
 Phone: +86-21-6165 2218

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