

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

# Connectivity

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



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