Storefront Footfall Sensor

VS361

The VS361 is a pedestrian traffic counter sensor based on diffuse photoelectric switch technology. It detects passersby by emitting an infrared beam and identifying its reflection off objects, enabling accurate people counting. Positioned as an entry-level, cost-effective solution for outdoor customer flow statistics, it features an IP65 waterproof rating and an adjustable detection range of 1 to 9 meters, ensuring reliable environmental adaptability. It is designed to provide essential data for analyzing foot traffic trends and is a key component for calculating store entry conversion rates within a smart retail analytics ecosystem.

The device can be used in storefront windows, passageways, and similar environments.

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◆ Features

Proven Reliability & Easy Deployment

- Utilizes mature diffuse reflection technology for consistent and dependable detection.
- A clean design, multiple mounting options, and waterproof cable entries support quick installation and deployment.
- Supports Power over Ethernet (PoE), providing power through the network cable without requiring additional power wiring.

Environmental Resilience

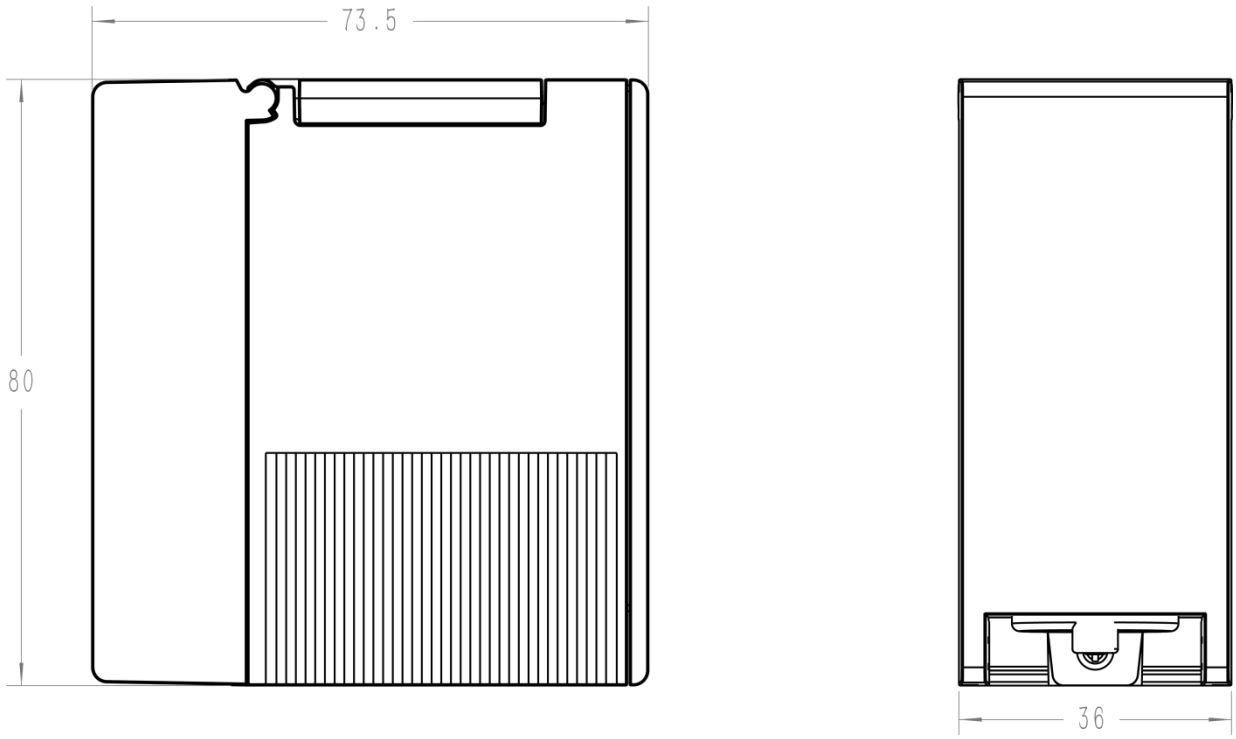
- IP65-rated enclosure ensures protection against dust and water, supporting deployment in demanding conditions.
- Provides an adjustable detection range of up to 9 meters to suit different application scenarios.
- Delivers stable performance unaffected by ambient temperature variations.

Integrated Analytics Ecosystem

- Combines seamlessly with VS12X/VS13X indoor people counting sensors and UR32 DI routers to form a comprehensive solution enabling Store Entry Conversion Rate analysis.
- Supports direct DI device connection for precise and reliable counting.

◆ Specifications

Measurement	
Sensor Technology	Diffuse Reflective
Installation Height	0.7 - 1.2 m
Adjustable Detection Distance (Unobstructed)	1 - 9m (through the adjustment knob)
Light	Infrared LED (940nm)
Digital Output	
Output Type	1 × NPN open-collector Output
Maximum Load	1mA@5VDC
Connector	3.5mm Terminal Block
Other Interfaces	
Power Interface	● 1 × RJ45 (PoE PD) for Power Supply Only ● 1 × 2-pin Terminal Block (VIN+GND)
LED Indicators	1 × Infrared-triggered indicator
Physical Characteristics	
Power Supply	802.3af PoE or 12 - 60 V DC/ 1 mA

Power Consumption	Max. 0.9W
Operating Temperature	-20°C ~ 50°C
Relative Humidity	0 - 95% (Non-condensing)
Ingress Protection	IP65
Dimension	73.5 × 80 × 36 mm (2.89 × 3.15 × 1.42 in)
Weight	122 g
Material	Polycarbonate (UL94 V2)
Color	Black
Installation	Wall Mounting
Approvals	
Regulatory	CE, FCC
Environment	RoHS

◆ Dimensions (mm)