

Camera Analytics Platform - API

Technical Overview

Prepared By:

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Most Recent Version:

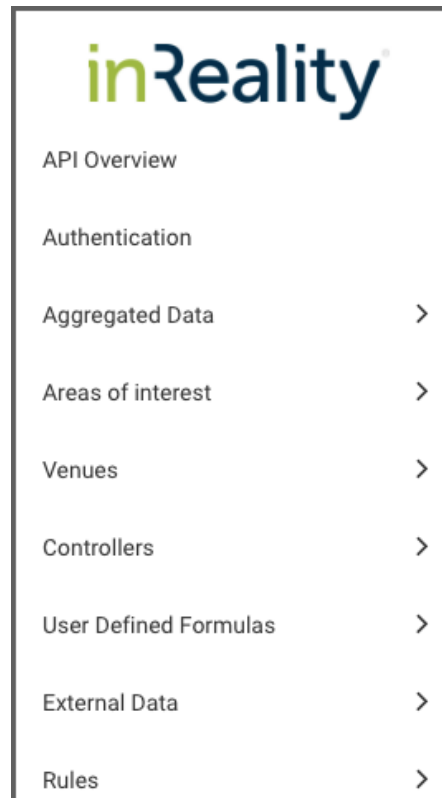
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1- Camera Analytics - API User Guide - Overview

The InReality API User Guide is available in an online application. It is available to all customers who have purchased the Camera Analytics package.

The 'Camera Analytics - API User Guide' Overview provides a technical overview of the interface.

Main Menu



2- API Overview

InReality offers an extensive data extraction API (Application Programming Interface) for our customers and partners to access their venue metrics from InReality's platform to integrate into your own Business Intelligence (BI) platform or Visualization tools.

Our API calls are RESTful API and JSON objects as the data input and output formats. JSON is a lightweight data-interchange format. Our platform uses the RESTful rules by using GET, POST, PUT, DELETE for data exchange. The API requests require HTTPS connections and API Key authentication.

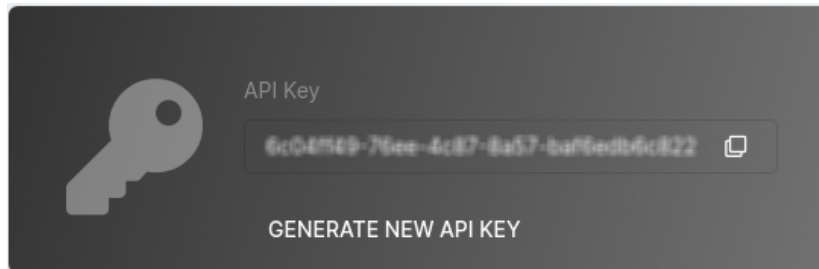
2.1- Types of Data

Aggregated Data is grouped on a daily basis. This means that if a Unique ID is seen multiple times, the sum of their dwell times (for Presence or Demographics) is presented in a single event record.

Non-Aggregated Data is not grouped/aggregated at all. This means that if a Unique ID is seen multiple times, each unique event will be shown as a new record but will retain the same Unique ID.

3- Authentication

In this API version, we use an API Key as the authentication method which makes our APIs very easy to access. You can obtain your API key in the account settings page of our V3 platform.



3.1- API Key

You must add the `api_key` query parameter in order to use the APIs listed in this document.

Example usage: https://api.inreality.com/v3.1/stores?api_key=your-api-key

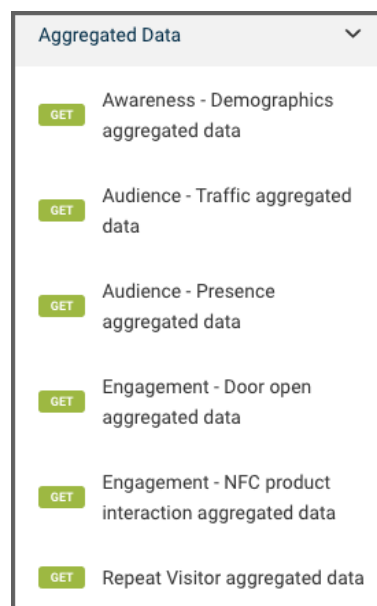
Security Scheme Type	API Key
Query parameter name:	api_key

4- Aggregated Data

Return correlated data in csv format. You should specify the **type** of data that you want to retrieve.

Example usage: https://api.inreality.com/v3.1/data/correlated/type/csv?api_key=your-api-key

Aggregated Data Menu



4.1- Awareness - Demographics Aggregated Data

Example usage:

https://api.inreality.com/v3.1/data/correlated/demographics/csv?api_key=your-api-key

4.2- Audience - Traffic Aggregated Data

Example usage:

https://api.inreality.com/v3.1/data/correlated/traffic/csv?api_key=your-api-key

4.3- Audience - Presence Aggregated Data

Example usage:

https://api.inreality.com/v3.1/data/correlated/presence/csv?api_key=your-api-key

4.4- Engagement - Door Open Aggregated Data

Example usage:

https://api.inreality.com/v3.1/data/correlated/door_open/csv?api_key=your-api-key

4.5- Engagement - NFC Product Interaction Aggregated Data

Example usage:

https://api.inreality.com/v3.1/data/correlated/product_interaction_nfc/csv?api_key=your-api-key

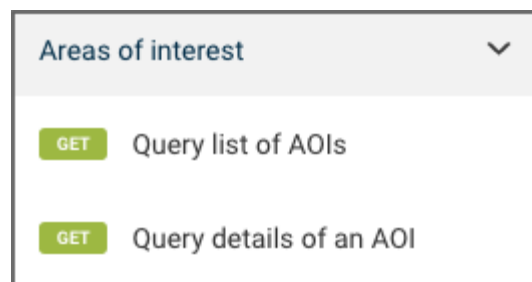
4.6- Awareness - Repeat Visitor Aggregated Data

Example usage:

https://api.inreality.com/v3.1/data/correlated/repeat_visitor/csv?api_key=your-api-key

5- Areas of Interest

Areas of Interest Menu



Base URL: <https://api.inreality.com/v3.1/aois>

5.1- Query List of AOIs

Return list of areas of interest.

Example usage: https://api.inreality.com/v3.1/aois?api_key=your-api-key

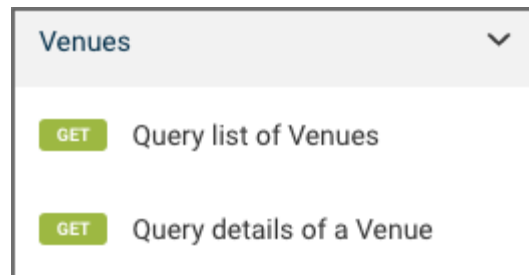
5.2- Query Details of an AOI

Return a single area of interest by specifying the **id** in URL.

Example usage: https://api.inreality.com/v3.1/aois/5cf78dfcca633f17f398c1f3?api_key=your-api-key

6- Venues

Venues Menu



Base URL: <https://api.inreality.com/v3.1/stores>

6.1- Query List of Venues

Return list of venues.

Example usage: https://api.inreality.com/v3.1/stores?api_key=your-api-key

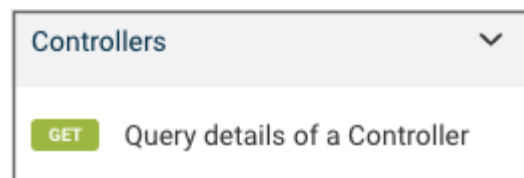
6.2- Query Details of a Venue

Return a single venue by specifying the **id** in the URL.

Example usage: https://api.inreality.com/v3.1/stores/5cf78dfcca633f17f398c1f3?api_key=your-api-key

7- Controllers

Controllers Menu



Base URL: <https://api.inreality.com/v3.1/controllers>

7.1- Query Details of a Controller

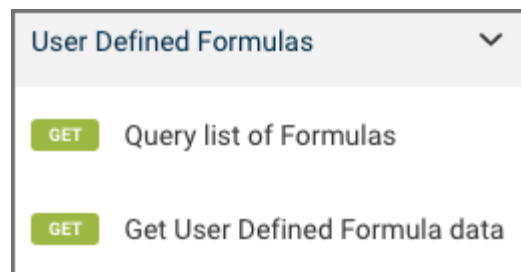
Return a single master/sensor controller by specifying the **id** in the URL. The cloud **id** to be retrieved from the Store API.

Example usage:

https://api.inreality.com/v3.1/controllers/5cf78dfcca633f17f398c1f3?api_key=your-api-key

8- User Defined Formulas

User Defined Formulas Menu



Base URL: <https://api.inreality.com/v3.1/formulas>

8.1- Query List of Formulas

Return list of User Defined Formulas.

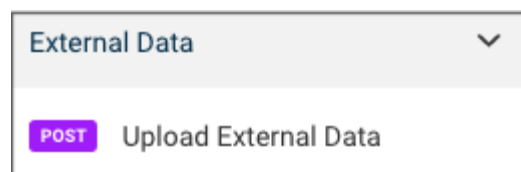
Example usage: https://api.inreality.com/v3.1/formulas?api_key=your-api-key

8.2- Get User Defined Formula Data

Return User Defined Formula data in csv format by specifying the formula-id in URL.

Example usage: https://api.inreality.com/v3.1/data/formula/formula-id/csv?api_key=your-api-key

9- External Data



Base URL: <https://api.inreality.com/v3.1/data/thirdParty>

9.1- Upload External Data

Customers can upload external data to the InReality cloud via the API. **POS** is the only type we support in this version.

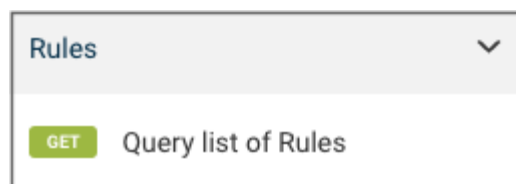
Example usage:

```
curl -X POST -F 'file=@filename' \  
https://api.inreality.com/v3.1/data/thirdparty/pos?api_key=your-api-key
```

So, if your file is located at `~/Documents/pos_data.csv`, the command would be:

```
curl -X POST -F file=@~/Documents/pos_data.csv \  
https://api.inreality.com/v3.1/data/thirdparty/pos?api_key=your-api-key
```

10- Rules



Base URL: <https://api.inreality.com/v3.1/rules>

10.1- Query List of Rules

Return list of rules.

Example usage: https://api.inreality.com/v3.1/rules?api_key=your-api-key