

CONFIDENTIAL

Pricing Summary

Winter 2025



Danny Peleg
VP Sales
danny.peleg@beonic.com

Stephen Callender
VP Solutions Consulting
stephen.callender@beonic.com

Sourcewell Partner Pricing

This section reflects Sourcewell partner pricing. The following section shows Beonic's standard list pricing.

Crowd Flow Analytics

Equipment & Professional Services	
LiDAR Sensors	\$1,600.00 - \$6,460.00 (price can vary based on model selected)
Sensor Cable	\$75.00
POE Assembly	\$154.00
Universal LiDAR Mounting Bracket	\$308.00
LiDAR Processing Unit (Medium)	\$3,076.00
LiDAR Processing Unit (Large)	\$7,692.00
LiDAR Processing Unit GPU (Medium)	\$6,154.00
LiDAR Processing Unit GPU (Medium)	\$12,308.00
LiDAR Perception Server License (Perpetual)	\$2,692.00

LiDAR Perception Sensor License (Perpetual)	\$692.00
Site Visit (1 day)	\$2,500.00
System Design (per day)	\$1,760.00
System Configuration (per day)	\$1,760.00
System Deployment (per day)	\$1,760.00
Project Management (per day)	\$1,760.00
Platform Documentation & User Training (In Person)	\$2,500.00
Platform Documentation & User Training (Remote)	\$500.00
Annual Fees	
Platform Fee per Sensor	\$3,000.00
Remote Monitoring and Support Fee	\$300.00
LiDAR Perception Extended Server Support License	\$538.00
LiDAR Perception Extended Sensor Support License	\$138.00

People Counting

Equipment & Professional Services	
Stereoscopic People Counting Sensor	\$923.00
Sensor Configuration (per sensor)	\$98.00
Annual Fees	
Platform Analytics Fee (per sensor)	\$280.00
Remote Support and Maintenance (per sensor)	\$120.00

WiFi Insights

Captive Portal and Location Analytics

Captive Portal	Small \$425, Medium \$1,275, Large \$4,250 Monthly
Captive Portal + Location Analytics	Small \$680, Medium \$1,700, Large \$5,950 Monthly

Engage

Audience Management & Engagement

Volume Discount	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
Active Contacts	\$16.50	\$102	\$680	\$2,549	\$4,674
Overage (per 1,000)	\$12.75	\$16	\$12.75	\$11	\$8.50

Email	15,000	Unlimited	Unlimited	Unlimited	Unlimited
Push Notifications/API	NA	Unlimited	Unlimited	Unlimited	Unlimited
Wi-Fi Video Streams	NA	30,000	110,000	450,000	550,000
SMS	PAYG	PAYG	PAYG	PAYG	PAYG

The price for each package above is per month per account for a minimum 12-month period. *Each package* includes all delivery channels listed with unlimited sends (Email, App, Push, API) or a capped volume of sends (SMS, Video). Additional Subscribers (or sends for SMS and Video) can be bought on a CPM basis.

List Pricing

Crowd Flow Analytics

Hardware & Professional Services	
LiDAR Sensors	\$1,800.00 - \$7,636.00 (price can vary based on model selected)
Sensor Cable	\$150.00
POE Assembly	\$180.00
Universal LiDAR Mounting Bracket	\$363.00
LiDAR Processing Unit (Medium)	\$3,636.00
LiDAR Processing Unit (Large)	\$9,090.00
LiDAR Processing Unit GPU (Medium)	\$7,272.00
LiDAR Processing Unit GPU (Medium)	\$14,545.00
LiDAR Perception Server License (Perpetual)	\$3,182.00
LiDAR Perception Sensor License (Perpetual)	\$818.00

Site Visit (1 day)	\$2,500.00
System Design (per day)	\$1,760.00
System Configuration (per day)	\$1,760.00
System Deployment (per day)	\$1,760.00
Project Management (per day)	\$1,760.00
Platform Documentation & User Training (In Person)	\$2,500.00
Platform Documentation & User Training (Remote)	\$500.00
Annual Fees	
Platform Fee per Sensor	\$3,600.00
Remote Monitoring and Support Fee	\$300.00
LiDAR Perception Extended Server Support License	\$636.00
LiDAR Perception Extended Sensor Support License	\$164.00

People Counting

Hardware & Professional Services	
Stereoscopic People Counting Sensor	\$1,090.00
Sensor Configuration (per sensor)	\$350.00
Annual Fees	
Platform Analytics Fee (per sensor)	\$320.00
Remote Support and Maintenance (per sensor)	\$120.00

WiFi Insights

Captive Portal and Location Analytics

Captive Portal	Small \$500, Medium \$1,500, Large \$5k Monthly
Captive Portal + Location Analytics	Small \$800, Medium \$2k, Large \$7k Monthly

Engage

Audience Management & Engagement

Volume Discount	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
Active Contacts	\$19	\$120	\$799	\$2,999	\$5,499
Overage (per 1,000)	\$15	\$19	\$15	\$13	\$10
Email	15,000	Unlimited	Unlimited	Unlimited	Unlimited

Push Notifications/API	NA	Unlimited	Unlimited	Unlimited	Unlimited
Wi-Fi Video Streams	NA	30,000	110,000	450,000	550,000
SMS	PAYG	PAYG	PAYG	PAYG	PAYG

The price for each package above is per month per account for a minimum 12-month period. *Each package* includes all delivery channels listed with unlimited sends (Email, App, Push, API) or a capped volume of sends (SMS, Video). Additional Subscribers (or sends for SMS and Video) can be bought on a CPM basis.