

VIDIREPORTS VERSION 6

OVERVIEW

VidiReports is the leading standalone application for real time computer vision based audience, attention, and demographic analytics.

VidiReports is based on innovative image analysis techniques and can be used with any **standard webcam** pointed at an audience.

VidiReports analyzes the stream of images produced by the camera and **estimates the aggregate footfall** while **counting exactly how many people have actually looked at the screen**, as well as their mood, demographics and amount of time they looked.

This high-quality audience data and meta-data can be accessed in real-time via a local API or after the fact via our Data Management Platform VidiCenter.

KEY BENEFITS

- **Works with most cameras:** from low-cost webcams to 4K based high definition IP cameras
- **Speed and precision:** face detection and classification within 0.1 sec.
- **Zero-configuration installation** for quick and easy setup of large-network deployments
- **Easy IT integration:** third-party applications can leverage the Socket port and WebSockets to react to the audience and provide audience by content reporting.
- **Integrated** with a wide range of Digital Signage CMS
- **People counter** mode (VidiGates)
- **No Internet needed:** VidiReports stores metadata locally at a rate of only 100-300Kb per day.
- **Privacy:** no video is ever recorded and no uniquely identifiable data is extracted.

KEY POINTS

KEY FEATURES

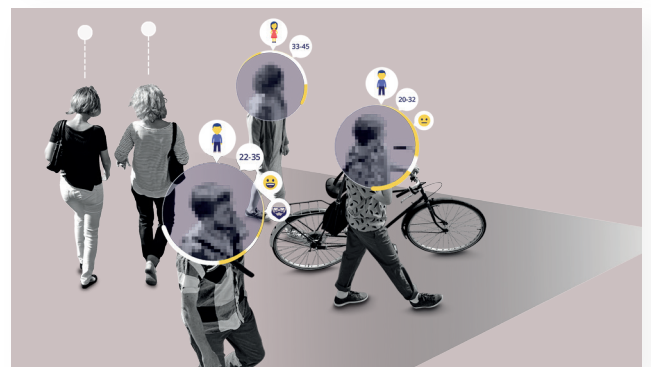
- **Scene analysis:** analyzes how many people are passing by the camera (Opportunities To See)
- **Viewer** counting (impressions): instantly detects all faces in the scene with a 98%+ precision (distance is dependent on camera resolution and CPU power available)
- **Face tracking:** tracks faces as long as they remain in scene; delivers dwell time and attention time, position and distance
- **Gender classification** with a 90% precision
- **Age classification:** 4 age classes (child, young adult, adult, senior) for the Nano & Pro Editions, absolute age (+/- 5 years) for the Expert Edition
- **Mood** (5 classifications, from very unhappy to very happy)
- **Passages counting** (VidiGates mode): using ceiling cameras can provide up to 8 virtual gates
- **Embedded web server** for easy setup, advanced configuration, definition of working zones, etc.
- **CSV export** to access data locally on a device
- **Real time API** (Websocket, Web protocol): to create custom applications making use of audience data in real time
- **SDK available** for Android

APPLICATIONS

- **Audience Measurement:** counts real exposures to a message and OTS, computes attention time, compares media and message performance.
- **Experiential Marketing:** triggers the right message to the right audience.
- **Retail Metrics:** analyzes shopper behavior KPIs in key retail zones and compares them to retail sales.
- **Machine to Consumer:** embedding into smart machines for 1:1 interactions.

PRODUCT RANGE

Software Edition	Nano	Pro	Expert
Platform and OS supported	Tablets* (Android, Linux, Win.)	Intel Atom and up (Linux, Windows)	Intel i3 and up* (Linux, Windows)
Detection distance	Up to 2 m	Up to 15 m	Up to 15 m
IP camera support	—	✓	✓
Impressions & OTS	✓	✓	✓
Entries & exits (VidiGates mode)	—	✓	✓
Attention & Dwell	✓	✓	✓
Gender	✓	✓	✓
Age	4 classes	4 classes	Absolute
Mood	—	—	✓
csv / Real time API	option	option	option



Quividi

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