Face analysis technology for Retail & Digital Signage since 2013

www.sightcorp.com

@sightcorp

@Science Park, Amsterdam
Supercharge Digital Signage with accurate audience data

Sightcorp Technologies

• Easy-to-use software
• 100% developed in-house
• Most affordable & accurate
• Simple licensing
# Sightcorp Solutions

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Privacy by Design; Anonymous Data

How does the data aggregation process work?

1. Our technology uses images and video frames.
2. The software turns frames into pixels to detect and analyze faces in milliseconds.
3. The frames are immediately discarded; only the raw data is stored.
4. The software then analyzes the data metrics (age, gender, attention time, etc.).
5. Raw data is stored on device, on premise and can be shared with cloud.
6. Personal data is protected with privacy by design¹ and by default².

GDPR Package
Complete with checklist and privacy statement
Certified by SOLV.
DeepSight Audience Insights

Forced mass messaging and no insights

1. Digital signage ads are not targeted to the audience
2. No insights for the retailer/buyer/advertiser
3. No ROI information

Context-Aware Digital Signage Ads & Insights into shoppers’ profiles

1. Interact based on big data or one-on-one
2. Know campaign performance & optimize
3. Know your customer

Ideal for: Retail, CMS, Programmatic, A/B testing, Gaze tracking
DeepSight Toolkit & SDK

The most accurate audience analytics for Digital Signage and DOOH advertising with the latest Deep Learning Algorithms

deepSight Toolkit

#1 Solution for Crowd Analysis

go to sightcorp.com/deepsight
Audience Data: How does it work?

- CMS
- UP HD camera
- UP Squared
- sightcorp software
- Dashboard
- sightcorp
DeepSight Toolkit all-in-one License

Sightcorp all-in-one license provides:

Audience Insights
• People counting
• Age and gender
• Mood
• Blur faces
• Face mask detection

Viewing Metrics
• OTS
• Impressions
• Views
• Attention time
• Dwell time
DeepSight Toolkit all-in-one License

Sightcorp all-in-one license provides:

Data Output
- JSON and CSV formats
- Raw and Aggregated data

Connectivity
- Runs offline and locally
- Active internet connection required for Cloud data processing
- Data shareable with multiple endpoints (Push + Pull)

Integrations
- Ready CMS integrations
Effectiveness of DOOH Content

- Measure effectiveness of advertisement campaigns
  - Who is watching
  - How long
  - Dynamic content
  - Is it driving revenue?
Example Visualization – Power BI

Audience Analytics Report | Client | All Stores | Monthly

829  437  426
ots  impressions  viewers

9  100  16.97
Creatives  No. of plays  Avg. attention per play

ots, impressions and viewers by Day

dwell_time, total_attention, impressions and viewers by Day
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