



www.sightcorp.com

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Face analysis
technology for
Retail
&
Digital Signage
since 2013

@Science Park, Amsterdam



sightcorp

Supercharge
Digital Signage
with accurate
audience data

seeing opportunity 

Sightcorp Technologies

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

Sightcorp Solutions

Face Analysis

Face Recognition

Data

Anonymous

Identifiable

Subjects

Crowds

Individuals

Purpose

Commercial

Security

Applications

Digital Signage, DOOH, Retail

KYC, Access, Loyalty

Product

DeepSight

FaceMatch

Solutions

API, SDK, Toolkit

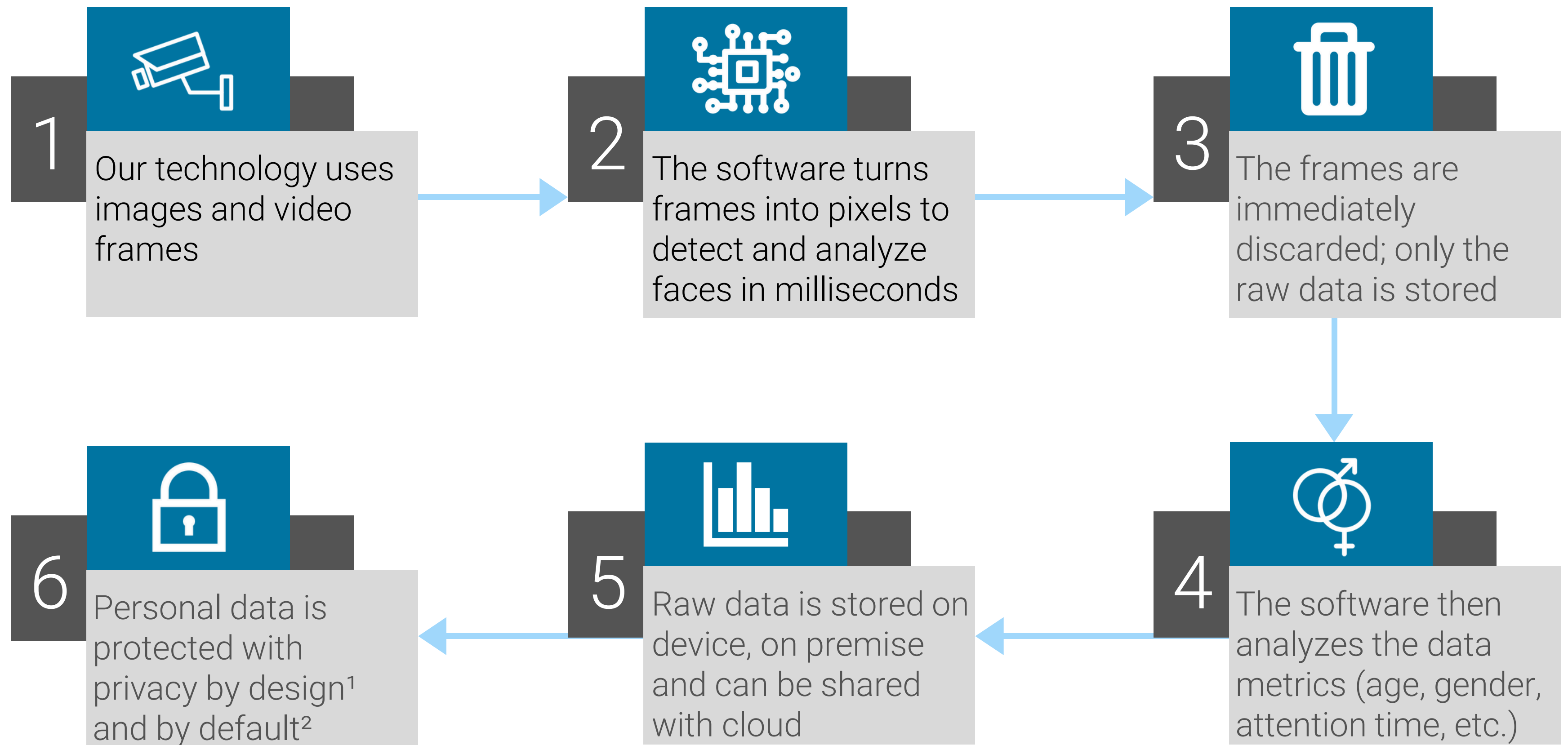
API, SDK

Customers

B2B2B : Partners & System Integrators

Privacy by Design; Anonymous Data

How does the data aggregation process work?



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

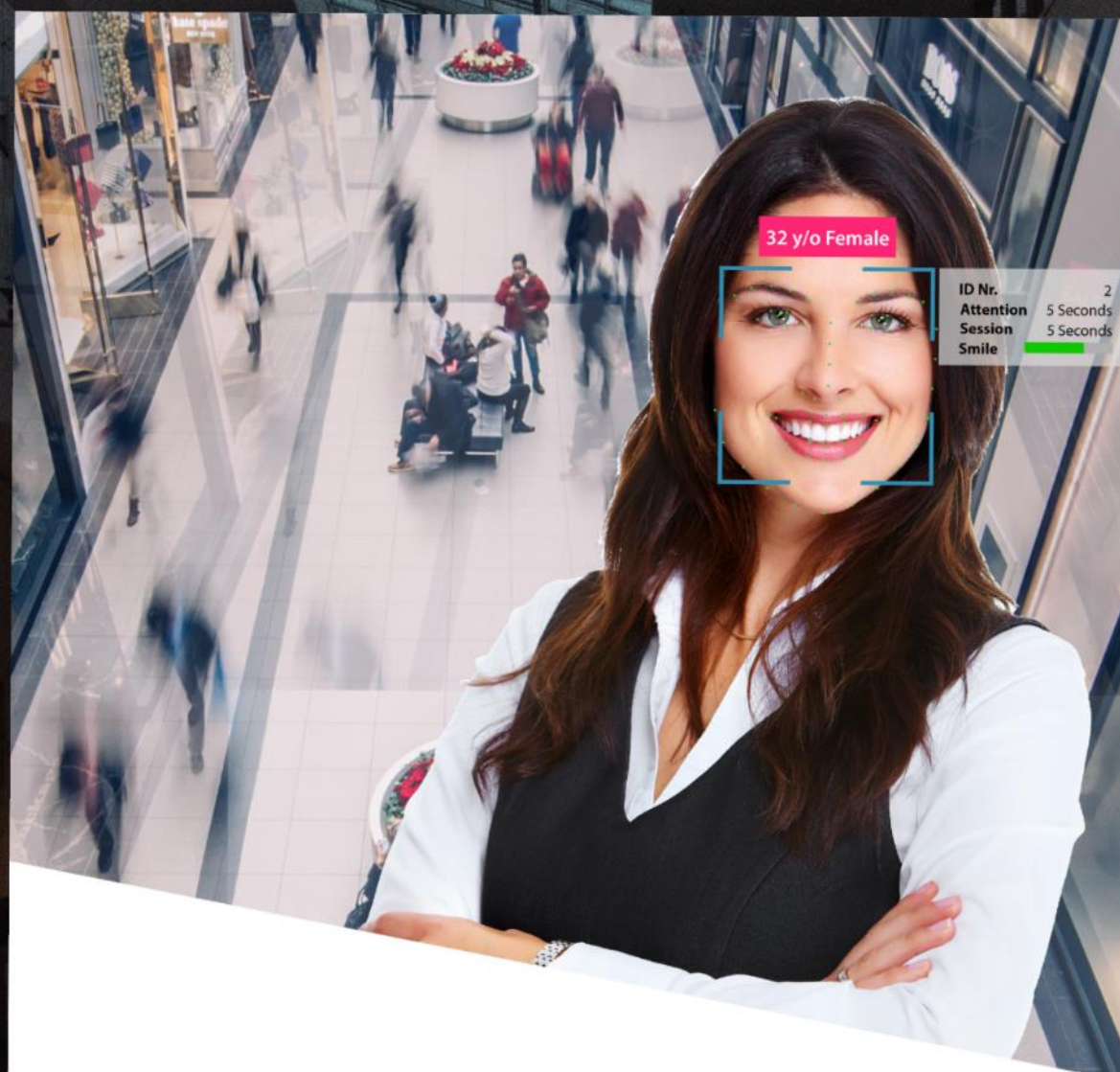
Context-Aware
Digital Signage Ads & Insights
into shoppers' profiles

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



Google
Analytics for the offline world

Ideal for: Retail, CMS, Programmatic, A/B testing, Gaze tracking



DeepSight Toolkit

**#1 Solution
for Crowd Analysis**

go to
sightcorp.com/Deepsight

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DeepSight Toolkit & SDK

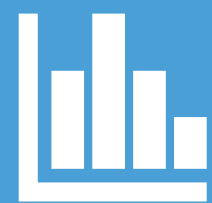
The most accurate
audience analytics
for **Digital Signage** and **DOOH**
advertising
with the latest
Deep Learning Algorithms

Audience Data: How does it work?

CMS



Dashboard



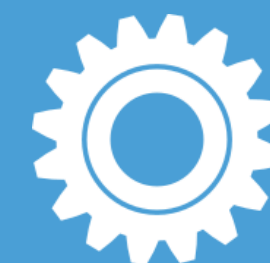
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UP HD
camera



UP Squared



sightcorp
software

DeepSight Toolkit all-in-one License

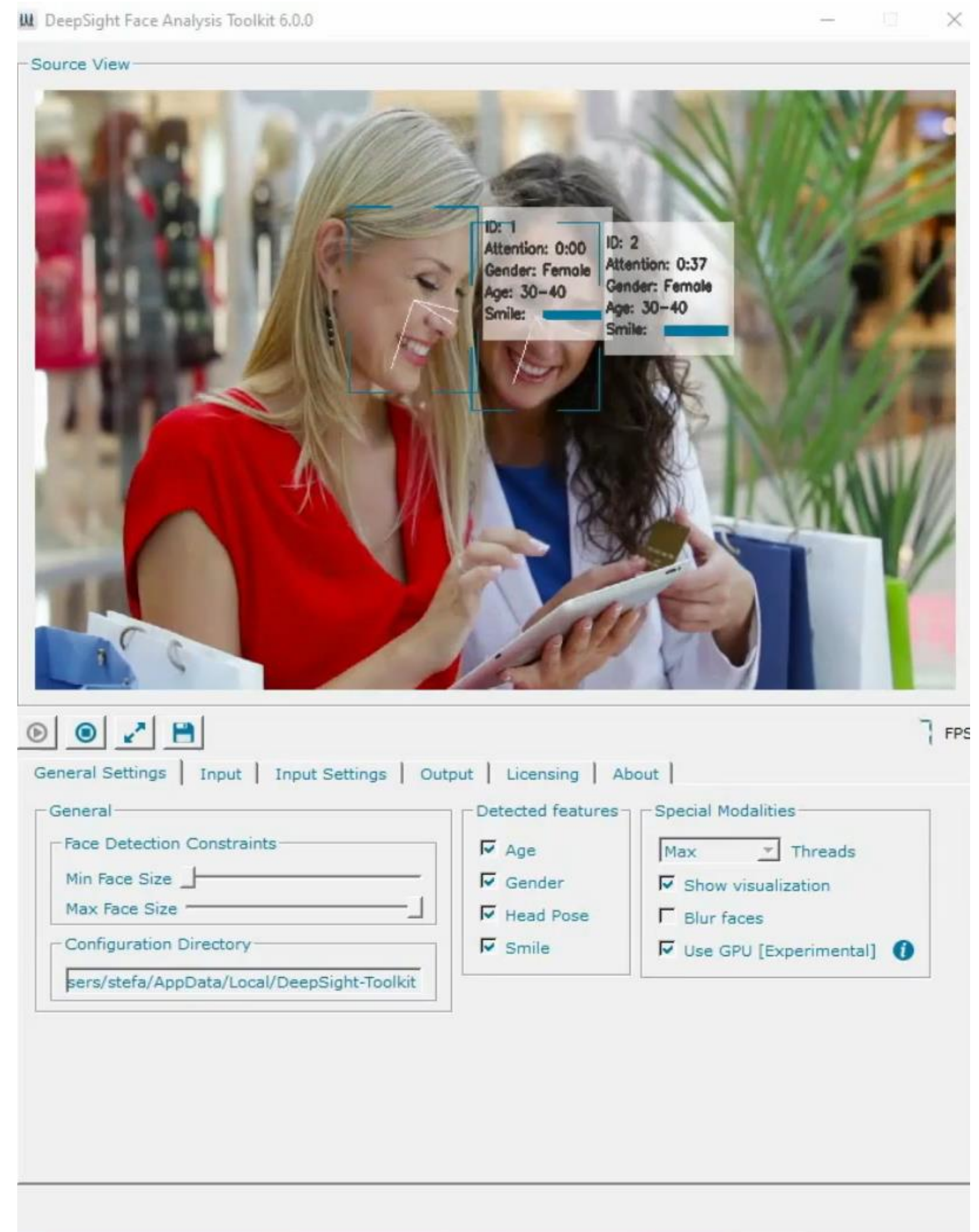
Sightcorp all-in-one license provides:

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

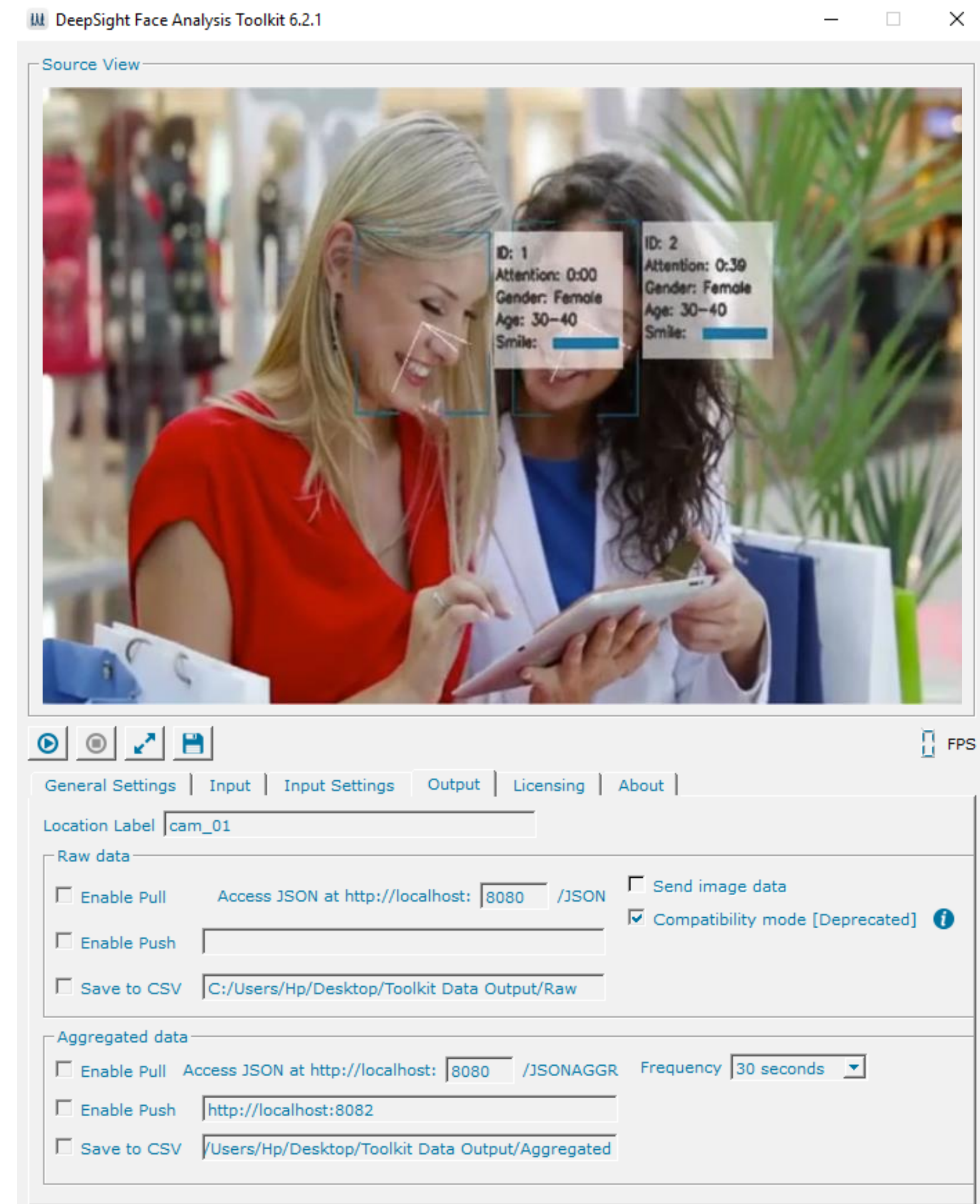
- JSON and CSV formats
- Raw and Aggregated data

Connectivity

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

Integrations

- Ready CMS integrations



A photograph of a bar interior. In the foreground, a black bar mat with the 'ORCHARD THIEVES' logo is visible. Behind the bar, a digital screen displays a vibrant advertisement for a beer, showing a glass of beer with a green background and the word 'mel' at the bottom. To the right of the screen is a well-stocked backbar with various bottles and beer taps. The scene is dimly lit, with the primary light source being the digital screen and the bar's ambient lighting.

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

ots

437

impressions

426

viewers

9

Creatives

100

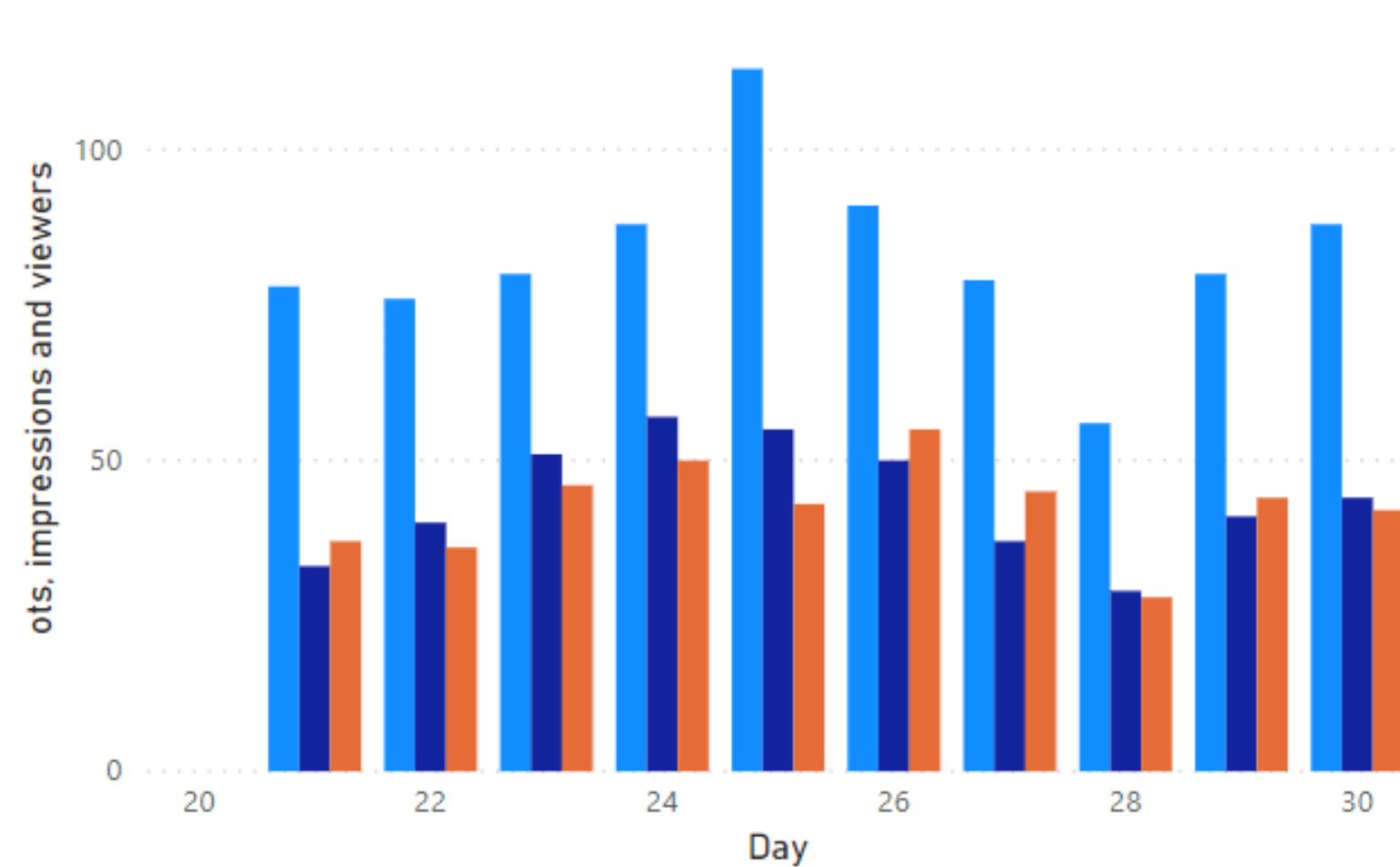
No. of plays

16.97

Avg. attention per play

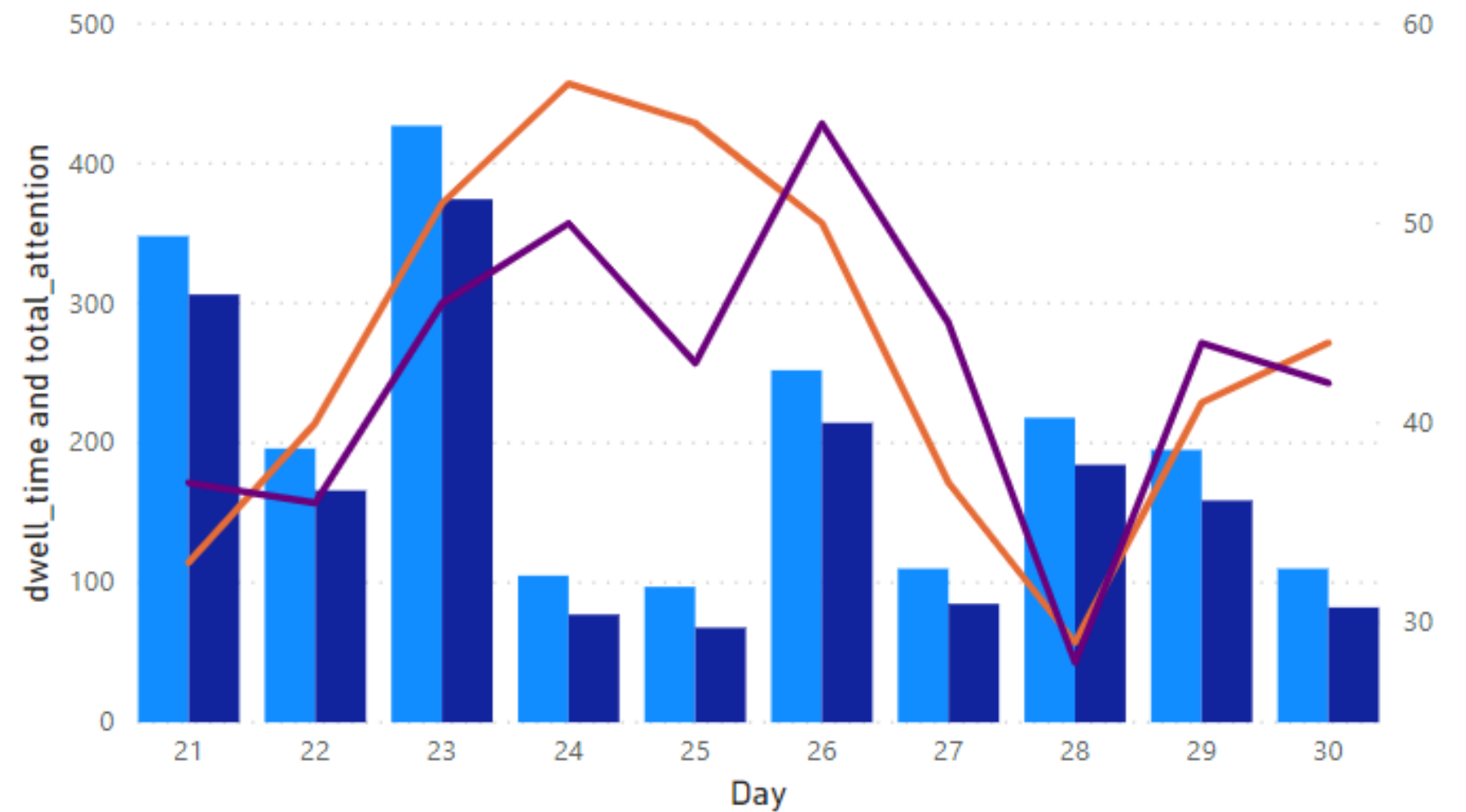
ots, impressions and viewers by Day

ots impressions viewers



dwell_time, total_attention, impressions and viewers by Day

dwell_time total_attention impressions viewers





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