Using IPR’s Audience Analytics technology, digital signage networks can now be used to gauge the effectiveness of their content by measuring how much time people spend looking at displays and determining the effectiveness of advertisements at capturing the attention of an audience. We make it possible for advertisers to measure and maximise the return on investment (ROI) for their digital signage campaigns.

Features

• Fast face detection, counting and tracking
• Analyze the dwell time and attention span of the viewers
• Categorise the age, gender, and facial expressions of the viewers
• Determine the mood (positive or negative) of a person by tracking facial expressions over a period of time
• Understand the viewers’ level of satisfaction using facial expressions detection
**Applications**

- Interactive kiosk
- Audience analytics at electronic billboards
- Measuring level of satisfaction at service counter
- Customer profiling at shops
- Determining popularity of items on display
- User profiling and learning user preferences
- Recommendation system

**Benefits**

- Improve productivity of sales force and display areas
- Targeted advertisement to the right customers and users
- Enhance customer relationship and loyalty