

Product description, Features and Application areas

myAudience-Measure

myAudience-Measure is a computer vision audience measurement research software that anonymously gathers statistical information about visitors at the point of interest in the field of camera view on 24/7 basis.

myAudience-Measure can be used both with Digital Signage vehicles (LCD displays playing digital advertizing content) and all kinds of static billboards, retail showcases, product displays and other installations.

Application areas

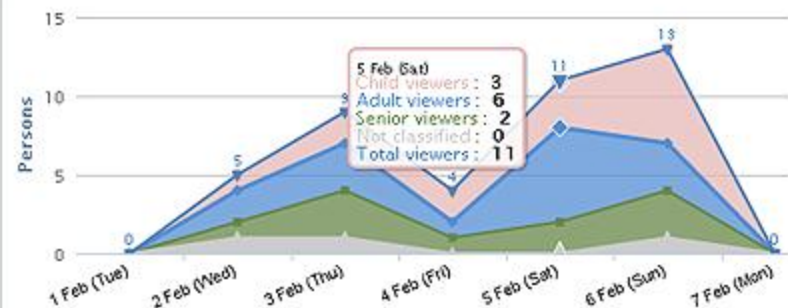
Retail: Measure your brand/ product popularity, evaluate consumers' interest to test samples, obtain target audience demography, find out time intervals with the highest and lowest consumer attendance rate, etc.

Digital Signage: Measure audience demography distributed by commercials played, calculate total attention time and its distribution by range of categories and audience characteristics, reveal time intervals with the highest and lowest audience attention rate, etc.

Features

- **People counting** – calculates number of visitors in the camera field of view
- **Attention detection** – finds out if a visitor is actually looking at Digital Signage vehicle or not
- **Gender and Age recognition** – detects demographic parameters of viewers
- **Reports portal** – provides quick and convenient access to all gathered data
- **Automatic updates and Remote troubleshooting** – makes things even better in time providing you more sophisticated analytics

Metrics sample



Product concept and Hardware requirements

myAudience-Measure key concepts

- All audience data is gathered using video captured by inexpensive USB camera
- Due to complexity of implemented computer vision methods, myAudience-Measure supports video input from single camera only
- For the performance and quality sake, each myAudience-Measure instance requires dedicated PC box to operate
- Full-time Internet connection is required due to periodic data synchronization and license enforcement
- Video analytics is absolutely anonymous – no video recorded, no images stored, no identification data is sent out of the myAudience box
- All video data is processed locally – only statistical information accumulated on remote backend server
- Web access to Reports Portal available 24/7 – use regular web-browser to get your data anytime and virtually anywhere
- Centralized storage of historical data
- Well-chosen set of aggregated metrics calculated both for standalone measuring units and unit groups
- Data export to office applications – export of calculated metrics in .csv format

Hardware requirements

USB Camera:

- Logitech HD Pro Webcam C910, Logitech 9000 Pro, Phillips SPC-1330

PC Box:

- Intel Core i5 (Core i5 2500 is recommended), Ethernet, USB 2.0, RAM 2 Gb DDR 1333, HDD > 40 Gb
IMPORTANT: Currently AMD family of CPUs is not supported!

Need more details?

Visit us at www.myAudience.com

Please use following links:

- **to download free Windows based demo application –**
www.myAudience.com/Measure/download
- **to take a free ride on the Reports Portal –**
www.myAudience.com/demo-account
- **to buy a full license for end system evaluation purposes –**
www.myAudience.com/Measure/buynow
- **to learn more about features –**
www.myAudience.com/Measure/features
- **to learn more about metrics –**
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