



BioMarketing

VIDEO ANALYSIS SOLUTIONS FOR RETAIL

BioMarketing uses algorithms for extraction of demographic characteristics such as age range and gender.

Through Deep Learning, the algorithms are able to automatically extract and encode the most relevant information from the face, making it possible to gather different **customer statistics**.

All this information is also collected in a **dashboard** that allows the user to have **live information** on the **behavior of visitors in their business**: number of visitors, dwell time, recurrence, occupancy...



FEATURES

- **Demographic extraction** of multiple subjects in real time
- **Live capture** over images or videos
- **Automatic and non-invasive** technology
- **Information available:**
 - Age & Gender
 - Number of visitors and Recurrence
 - Dwell Time
 - Occupancy
- **Integration via API** available

APPLICATIONS

- **Market research:** continuous acquisition of customer statistics
- **Targeted advertising**
- **Customer segmentation**
- Adaptation of campaigns to your ideal **customer profile**

Technical Data

Type of identification	Facial, contactless, on the move and at a distance.
Maximum resolution	UHD - 8K cameras.
Facial resolution	Minimum of 24 pixels interocular distance (IOD), 50 pixels recommended.
Facial rotation	Optimum up to 30°, both horizontal and vertical.
Supported cameras	ONVIF cameras and webcams.

Contact

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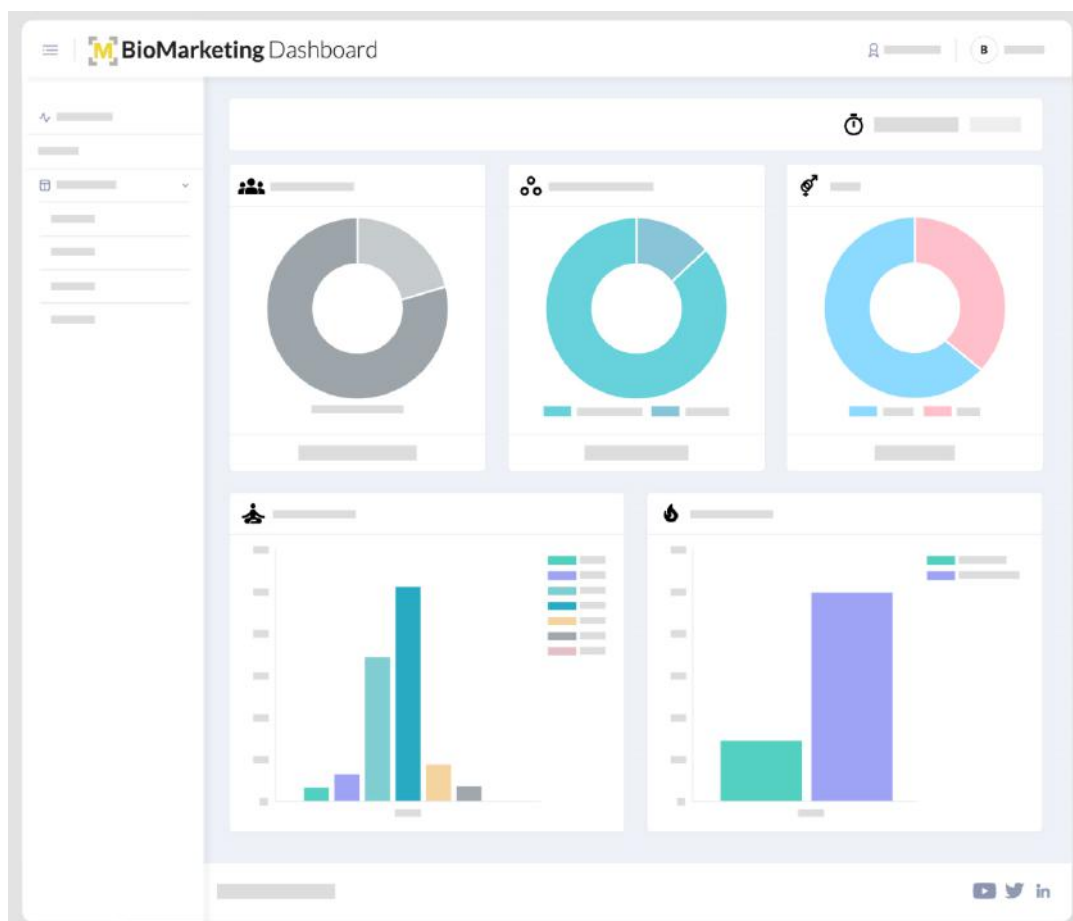
BioMarketing DASHBOARD

BioMarketing Dashboard is available online and offers the following features:

- Occupancy Control 
- Dwell Time 
- Recurrence 
- Age and Gender 
- Heat Map 

Architecture

- Real-Time Data 
- Web Responsive 
- Dashboard Cloud 



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