

Age & Gender Classification with Counting & Attention Monitoring

FieldAnalyst



Collect customer attributes in real-time.

Directional counting, no personal information recorded, reporting package

Age, Gender & More

FieldAnalyst detects facial images and classifies their age and gender into groups in real-time. FieldAnalyst provides these customer attributes by using CCTV cameras. The system collects and processes this information for marketing analysis or real-time effective advertising using digital signage.

The advantages of this NEC solution are speed, accuracy and the ability to integrate into other real-time analysis or reaction based solutions.

Attention

Measurement of attention to the targeted content is based upon the amount of time spent engaged with the content being displayed. It provides an important statistic for the Content Creator to understand how much involvement a target segment has actually given to the content.

Data

Control the content of in-store digital signage displays, provide some wow-factor in a retail environment or collect and display nationwide statistics in real-time.

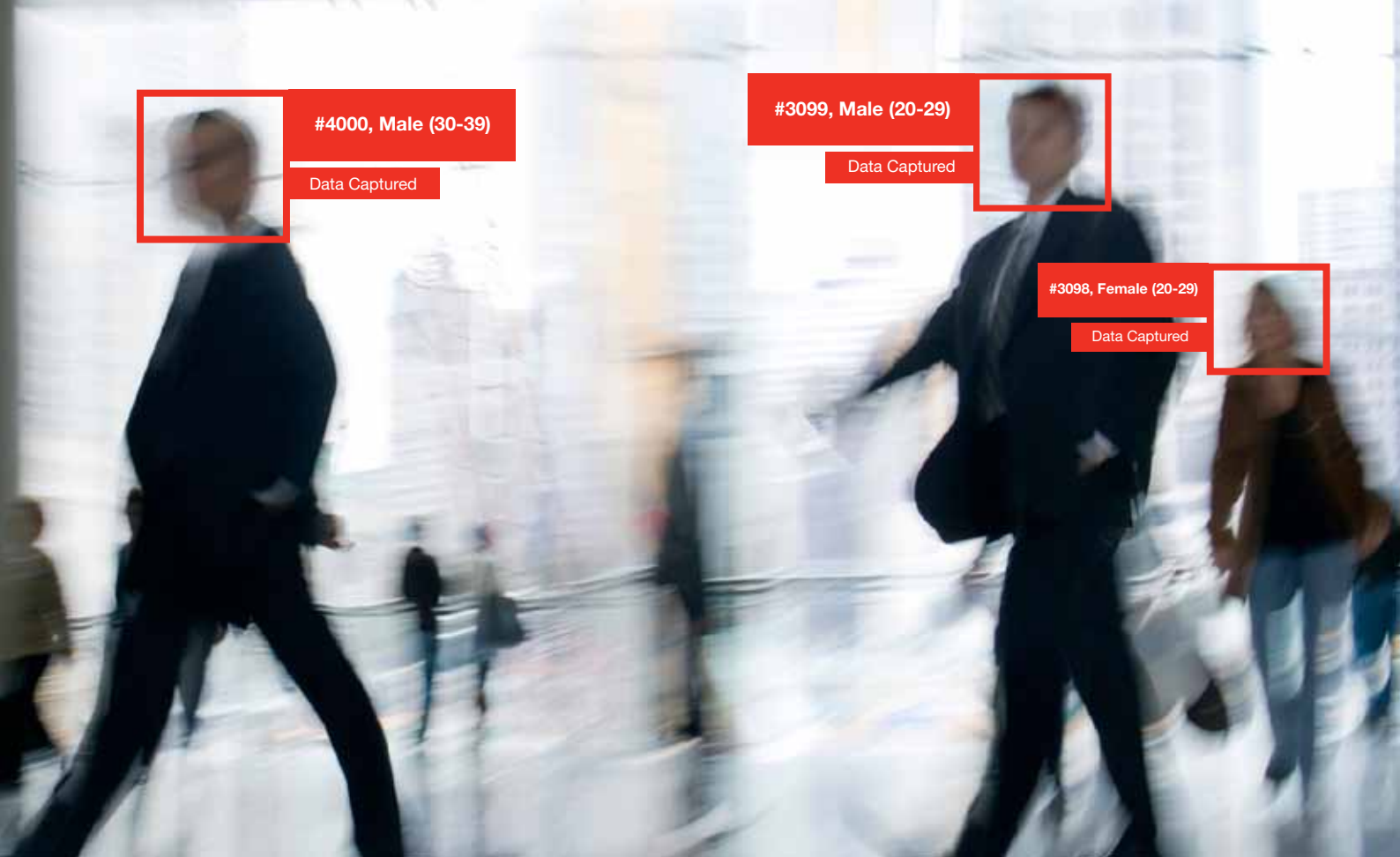
Speed

People are detected and tracked for counting purposes in real-time. Faces are also detected and analysed in real-time. The output of the analysis can then be used immediately for reporting, statistics or to change the customer experience via control systems.

Accuracy

The system provides comparable levels of accuracy as a human, but performs faster and consistently.





Solution Benefits

Effect Analysis

You can analyse the effectiveness of campaigns and advertisements to ensure your efforts are improving your revenue.

Target Analysis

Analyse which age groups are entering your stores, so you can make appropriate decisions on your marketing and business strategies.

Non-Buyer Analysis

Compare collected data with your POS system to evaluate non-purchasing customer numbers.

Entrance Traffic Analysis

Provides people counting for shopping centres or individual shop doorways.

Retail

Shopping Malls

Integrated Solutions

Real-Time Marketing Information

Real-Time Detection & Tracking

Real-Time Classification

Analysis and Estimation Performed

Detection

Counting

Age & Gender

Distance

Watching Time

To create the optimum hospitality solution, simply call your NEC representative on **131 632 from anywhere within Australia or **+61 3 9262 1111** from outside Australia.**

Oceania (Australia)
NEC Australia Pty Ltd
www.nec.com.au

Corporate Headquarters (Japan)
NEC Corporation
www.nec.com

North America (USA)
NEC Corporation of America
www.necam.com

Asia
NEC Corporation
www.nec.com

Europe (EMEA)
NEC Philips Unified Solutions
www.nec-philips.com

About NEC Australia Pty Ltd. NEC Australia is a leading supplier and integrator of ICT solutions to carriers, government and businesses. With over 800 staff and 200 partners, we research, develop and deploy advanced IT/Network communication solutions and services using best-of-breed technologies in multi-vendor environments. Our business encompasses Hosted Application and Network Services, Systems Integration, IP Communications Servers, PBX, Broadband Access Systems, Data Centre and Cloud Technology Services along with Digital Signage and Data Technology products.

NEC Hospitality | v. 03.03.11

NEC Australia Pty Ltd reserves the right to change product specifications, functions, or features, at any time, without notice. Please refer to your local NEC representatives for further details. Although all efforts have been made to ensure that the contents are correct, NEC shall not be liable for any direct, indirect, consequential or incidental damages resulting from the use of the equipment, manual or any related materials. The information contained herein is the property of NEC Australia Pty Ltd and shall not be reproduced without prior written approval from NEC Australia Pty Ltd.

Copyright© 2009 NEC Australia Pty Ltd. All rights reserved. NEC, NEC logo, and UNIVERGE are trademarks or registered trademarks of NEC Corporation that may be registered in Japan and other jurisdictions. All other trademarks are the property of their respective owners. All rights reserved. Printed in Australia. Note: This disclaimer also applies to all related documents previously published.