



Overview

Advanced Digital Solutions provides turnkey solutions ADS AUDIENCE AND TRAFFIC MEASUREMENT deliver valuable insights directly at the point of interest, e.g. shelf, screen, kiosk, display, poster or POS installation.

Just install the CAMERA SENSOR and connect to the DATA CAPTURE ENGINE to get valuable audience and traffic metrics on your dashboard .

Through the real-time data visualisation, you will learn how many people have passed at your point of interest, for how long they have stayed, and you will get relevant demographic profiles about gender, mood and age groups. By learning which content attracts attention and which ones don't, you will quickly understand how to improve your communication for your target groups to boost return on your advertising investment.

ADS AUDIENCE AND TRAFFIC MEASUREMENT is used in the following markets:

- Retail stores, shopping malls, boutiques, supermarkets
- In store marketing suppliers, POS manufacturers, service provider, Digital signage operators
- FMCG brands
- Media research companies
- Exhibition and conference equipment rental companies

TECHNICAL SPECIFICATIONS

Data capture engine

- Dimensions: 127mm x 127mm x 57mm
- Processor: Intel N3150 quad-core 1.6 GHz
- Chipset: Intel
- Power supply AC Adapter: DC 19V/40W silent
- Passive cooling
- Data uploads: WiFi 802.11ac or LAN 10/100/1000 Mbps

Camera sensor

- Camera Sensor cable length: 5m
- Image resolution: up to 1280x960
- Optional sensor with resolution: 1920x1080
- Face Detection Distance: up to 9 meters

Accuracy

Viewer counts: approx. 95%
Footfall passages: approx. 95%
Gender classification: 85%
Age group classification: 80%.

Major advantages

Stand-alone or integrated solution. You can use ADS AUDIENCE AND TRAFFIC MEASUREMENT either as stand alone solution to obtain audience and traffic information, or you can connect it to a Digital Signage network and show dynamic content according to the profile of your audience.

Easy and fast configuration, system set-up and maintenance, also remotely from any PC or tablet on the same network.

One solution for both audience and traffic measurement. You just need one solution to collect both types of metrics.

Flexible data collection. the data is uploaded to the dashboard via WiFi or Ethernet.

Audience analytics. Premium charts and tables provide you solid metrics. The tables can be downloaded to customize your audience analytics.

Straightforward pricing policy. In addition to the hardware equipment price, you have a small monthly license fee for our Software as a Service.

Security. we only use encrypted data and use strong passwords to prevent outside intrusion on the network.

Privacy. no images are recorded and no uniquely identifiable data are extracted.

Industrial grade hardware. all components are certified and for 24/7 operation.

Key features

Hardware

- 1 industrial mini PC
- 1 camera sensor

Software

Embedded SaaS license
Remote configuration & maintenance
ADS reports

- Total no of viewers
- Attention and dwell time
- Footfall
- Distance to the point of interest
- Demographics (gender, mood, age group)

Metrics consultation

- Dashboard and charts customisation
- No of dashboards
- Number of admin accounts
- Number of sub accounts
- No of charts and tables in dashboard
- Data export via xlsx
- Data hosting and access to results