



AI-APPLIANCE- DIGITALSIGNAGE



AI-DIGITALSIGNAGE

AI-APPLIANCE-DIGITAL-SIGNAGE (or simply **AI-APPLIANCE-DS**) is the integrated hardware and software solution by A.I. Tech designed to **maximize the effectiveness of your advertising campaign**.

The solution allows to **manage and customize advertising contents to show on the monitor** in the shops but also in museums, stations, airports or, in general, in all those situations in which there are monitors showing advertising contents.

The solution allows to make dynamic this contents; the customization is based on the specific person in front of the monitor (in terms of gender, age and ethnicity).

AI-APPLIANCE-DS is an integrated hardware and software solution.

It consists of a small box equipped with a GPU and allows you to capture the video stream from a camera installed on a monitor and process it in real time using the **AI-BIO** video analysis app, that uses advanced algorithms based on artificial intelligence to **analyze people's faces and detect gender, ethnicity, as well as to estimate the age of the people who are in front of the monitor**.

The information generated by **AI-BIO** is used by **AI-DIGITAL-SIGNAGE app**. It is a web application, preloaded in the box together with AI-BIO, that allows the operator to upload advertising content (in terms of videos and/or images) and define customization rules.

So, it becomes possible (such as an example) to show an advertisement for toys if a child is watching the monitor, or an advertisement for motorcycles if an adult man is watching the monitor.

ARCHITETTURA DEL SISTEMA



AI-Appliance-DS



Small box equipped with a GPU in which AI-Bio and AI-Digital Signage licenses are already preloaded.

AI-Bio



Video analytics app capable of detecting gender, age and ethnicity

AI-Digital Signage



Web app for the management and customization of advertising content to be displayed on screen.

AI-Dash-Pro

Dashboard for aggregation, and graphical visualization of collected data.

Monitor & Telecamera



Customized advertising content based on customer.

Marketing Manager



Cliente



Content Manager





AI-BIO

AI-BIO is the video analytics application able to detect faces and distinguish the gender, estimate the age and recognize the emotion (in a specific instant of time) of one or more persons using deep neural networks. In addition, **AI-BIO** can provide the dwell time of a person in front of the camera.

The analysis of the face to anonymously extract biometrics features is performed through an advanced artificial intelligence technique based on multitask learning.

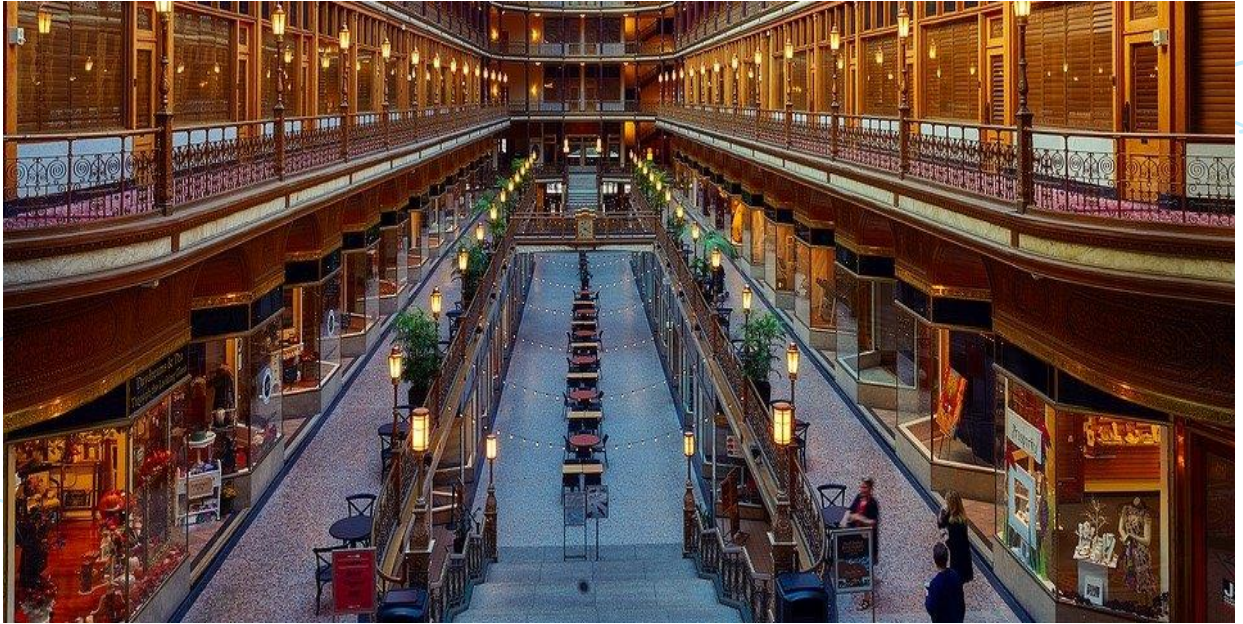
The application requires that the camera is mounted at a height of about 1.80 meters, so that people's faces are captured frontally.



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AI-BIO USE CASE



AI-BIO is the video analytics solution designed to meet the needs of marketers, e.g. in buildings, museums, restaurants, shops, malls, airports and parks, but more generally in all those situations in which it is essential to know both the number of people crowding your sales area and to profile your customers.

This information allows, for instance, a store chain which is launching a new product to know the target audience that may be interested and their reaction while looking at the product for the first time. **AI-BIO** is also a key solution for *Digital Signage*.

Today the monitors displaying advertising content are becoming very popular; however, they always show the same messages in a loop without any customization.

AI-BIO allows to maximize the effectiveness of advertising campaigns, thanks to the possibility of showing content that suits the person who is looking at the monitor.

In such a scenario, it is extremely useful to assess the impact and the effectiveness of advertising content by understanding the emotion of a person that is watching it and evaluating the dwell time.