VisiScanner™
Intellio™ Customer Analytics Solutions

www.visiscanner.com
In today’s consumer society factories are spewing out products at dazzling speed, while shops packed with goods are vying to seduce customers. In such fierce competition excellent quality and a well thought out promotion do not suffice any longer. Getting ahead of others requires understanding the underlying drive of our ever-changing market place: customer behavior.

To what extent could we boost the efficiency of product shelving and in-store ad targeting if only we knew, for example,

» Consumer/Visitor composition;
» Customer paths;
» Where most time is spent;
» Which are peak and low periods;
» Which ads grabbed customers’ attention?

VisiScanner™

Face Recognition-Based Customer Analytics

VisiScanner is an artificial intelligence-based software that utilizes video footage to recognize faces. Intellio, the leading video analytics expert in Hungary, is developing intelligent cameras that can pinpoint and track faces of passing individuals, determines their age and gender and the direction of their movements and attention.

This video analytics solution can come handy in any setting where demographic insights may contribute to business success. VisiScanner installed in public places will assist you in compiling precise customer/visitor statistics, thereby aiding ongoing market research. The easily manageable anonym data will lend you valuable insight into the composition and shopping patterns of retail customers. The system makes the efficiency of marketing campaigns measurable, allowing for more targeted placement of advertisements and other digital content.

» Face recognition, precision gender and age recognition
» Following movements
» Following visitor attention
» Analyzing visitor attention span
VisiScanner™ the Intelligent People Counter

Up-to-date insights into in-store customer paths and hot/cold spots could be key information for businesses. Video analytics-based VisiScanner can map visitor paths and visualize them on a ‘heat map’.

Exploring popular paths allows for more informed, more objective and faster product shelving and reorganizing sales stands.

Authentic, Fast, Up-To-Date

Intellio’s camera-based Customer Analytics Solutions offer a new, more efficient way in the competition for customers. Users get an immediate and exact picture of the particular target audience, while the information obtained grants them flexibility, a well-targeted reach and an efficient promotion.

Simple Remote Data Analysis

Intellio’s Customer Analytics Solutions offer fast and easy data analysis. Its ease of scalability allows chain stores with multiple sites to centralize data analysis: data is collected in-store, while statistics can be queried from even remote company headquarters and a comparative analysis can be done using data from various locations. Using Intellio’s authorization system both individual and group access can be ensured from multiple, global sites, while the data and system settings can be queried from anywhere anytime.
The system developed by Intellio revolutionizes the interactive management of digital customer information. Integrating this technology it is possible to display targeted, gender- and age-specific messages on intelligent digital signage interfaces. Your usage is limited only by your imagination. The proactive POS/Kiosk systems, Digital Signage applications and custom-tailored widgets no longer just convey pre-programmed content, but address the customers of the 21st century in a targeted and personalized way.

VisiScanner™ Customer Analytics Solutions are easy to implement, with the only technical requirements being a few network devices and high definition IP cameras mounted at the surveillance points. The video management software runs on Windows, and the statistical data from customer analytics can be accessed with all the major web browsers (IE, Firefox, Opera, Chrome) – even on mobile phones – through a dedicated online interface.

Intelligent Promotion - Well-Targeted Messages

Recommended Technical Solutions

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