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.
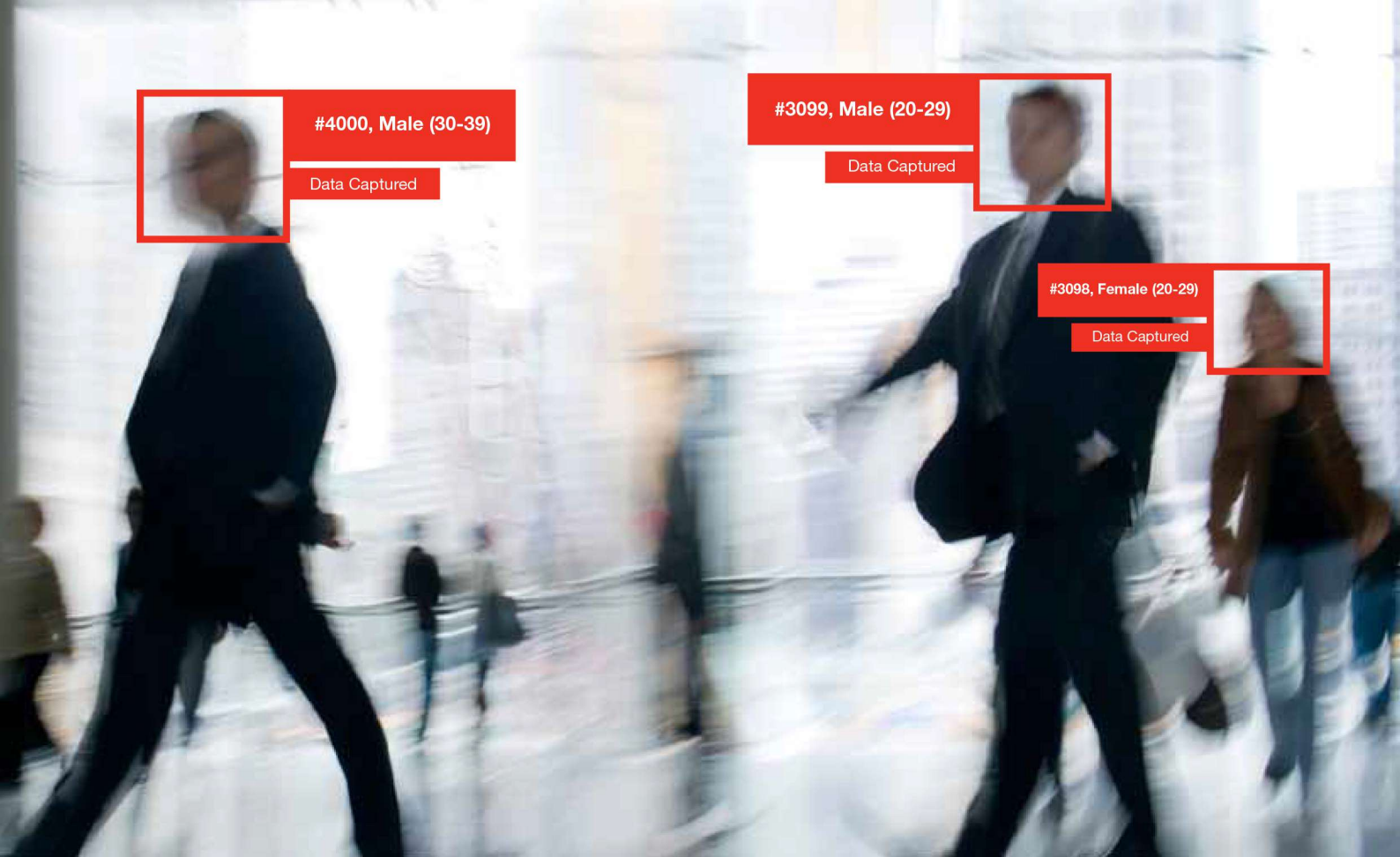
Speed

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.

#4000, Male (30-39)

Data Captured

#3099, Male (20-29)

Data Captured

#3098, Female (20-29)

Data Captured

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

Talk to us about your needs today. Contact us at marketing@nec.co.id

About PT. NEC Indonesia
NEC first established its Jakarta representative office in 1968. Through the years, PT. NEC Indonesia recognized the importance of instituting telecommunication infrastructure for the country and has introduced several NEC technologies and solutions. This has resulted in PT. NEC Indonesia achieving the market leader position of being a total solutions provider for the Indonesian telecommunication industry. Today, with its headquarters in Jakarta and 20 other project offices located in various parts of Indonesia, PT. NEC Indonesia continues to play a significant role in providing total telecommunications and IT business solutions to its customers in the government and enterprise business. For more information, please visit https://id.nec.com

PT NEC Indonesia   @nec_Indonesia   @PTNECINDONESIA