

ONELAN VidiReports

VidiReports is an extraordinary breakthrough in audience measurement.

It provides instantaneous and continuous audience data for immediate use and for consolidation by VidiCenter, Quividi's data mining service. Designed for Digital Signage network operators and content providers, VidiReports offers an audience measurement solution which is affordable and extremely easy to deploy.

VidiReports is based on innovative image analysis techniques and uses a standard webcam in the vicinity of the measured media pointing at the intended audience. VidiReports analyses the stream of images provided by the camera and estimates the aggregate footfall while counting exactly how many people have actually looked at the media and providing their dwell time, attention time and demographics. VidiReports is extremely fast, so even the shortest glances are accounted for!

Metrics

- ◆ **“Viewer count”** - number of people that have actually looked at the media. The term of “number of impressions” is also used in printed media or “audience” in broadcast media
- ◆ **“Demographics”** - “gender” and “age groups” (i.e. child, young adult, adult or senior)
- ◆ **“Opportunities to See”** - (OTS): number of potential viewers. In digital signage, OTS is represented by the aggregate footfall in front of a given screen
- ◆ **“Conversion ratio”** - viewers divided by OTS, which globally captures the effectiveness of the media
- ◆ **“Attention time”** - is the cumulated time during which a viewer has been exposed to the media
- ◆ **“Dwell time”** - is the cumulated time during which a viewer has been nearby the media

Applications

- ◆ **Audience Measurement** - counting real exposures to a message and associated opportunities to see, computing attention time, comparing different media and message performance
- ◆ **Adaptive Marketing** - (OTS): number of potential viewers. In digital signage, OTS is represented by the aggregate footfall in front of a given screen
- ◆ **Retail Metrics** - finely analysing shopper behaviour in key retail zones, in particular when compared to retail sales



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Key Features

- ◆ **Scene analysis:** analyses how many persons are passing by in the scene (OTS)
- ◆ **Face detection:** instantly detects all faces in the scene with a 95%+ precision (within maximum distance dependent on camera resolution)
- ◆ **Face tracking:** tracks faces as long as they remain in scene and delivers dwell and attention time
- ◆ **Gender classification** with better than 90% precision
- ◆ **Age classification** (child, young adult, adult, senior) with a 75% precision
- ◆ **Embedded web server** for quick and easy setup, advanced configuration, definition of working zones and upload strategy
- ◆ **SDK and CSV export** available (license permitting)

Key Benefits

- ◆ **Fully integrated into NTB:** VidiReports has been integrated and validated by ONELAN
- ◆ **Works with most cameras:** from low-cost webcams to very high definition IP cameras
- ◆ **Speed and precision:** face detection happens in 0.1 second, up to 15 meters with FullHD cameras
- ◆ **No Internet needed:** VidiReports stores data locally at a rate of only 100-300Kb per day
- ◆ **Privacy:** no images are ever recorded and no uniquely identifiable data are extracted

To find out more about VidiReports, please contact us on:
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