

# Quividi

PLUG INTO YOUR AUDIENCE

Digital Signage Analytics & Interactivity

# GLOBALY RECOGNIZED LEADER

Quividi is the world's leading provider of digital signage analytics and interactivity using computer vision technology

11+

YEARS

600+

CUSTOMERS  
TO THIS DATE

70+

COUNTRIES

1B+

MONTHLY  
AUDIENCE

Clear Channel

ExterionMedia

PATTISON ONESTOP

CARDTRONICS

SCENTRE  
GROUP

Westfield

SIMON

OCEAN

GRANDI  
STAZIONI  
RETAIL

ELEMIDIA

oh!

CINEPLEX

Coca-Cola

VMO

PIKASSO

ELAN

ermedio  
comunicación digital

Pilotv  
前線媒體

Harrods

HSBC

Santander



# A CAMERA ON EVERY SCREEN

Quividi's audience data makes digital signage smarter by making it audience-aware

## MEASUREMENT & ANALYTICS

Quividi measures the actual audience which means it detects those looking at the screen, and furthermore it measures those looking at the screen during the playback of a particular content.

## ANONYMIZATION & PRIVACY

Quividi is a privacy-first solution which has as one of its core design tenants the protection of personal privacy for those it measures.



## AUTOMATION & PROGRAMMATIC

Quividi's audience data can be plugged into a variety of systems for the purposes of automation. This has particular use in digital out-of-home advertising to automate the sales of media through programmatic channels.

## INTERACTIVITY & INTELLIGENCE

Quividi's real-time data can be used to create digital signage apps and content that react and adapt automatically to their audience.



# PRIVACY-FIRST

---

Quividi has a decade-long track record of strict personal privacy protection around the globe



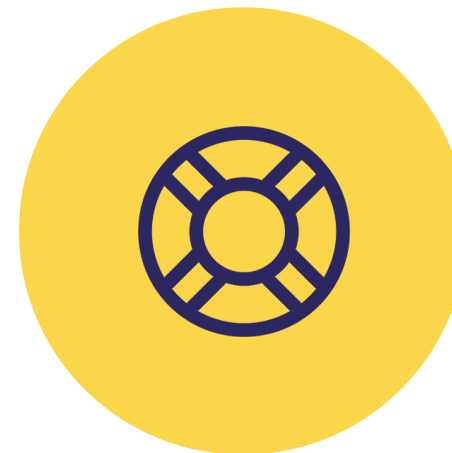
## ANONYMIZED

Quividi is built with privacy-by-design. Quividi does not record or transmit any images and performs strict anonymization of its data.



## SECURED

Quividi relies on the most secure cryptography and proactively follows security best practices.



## SUPPORTED

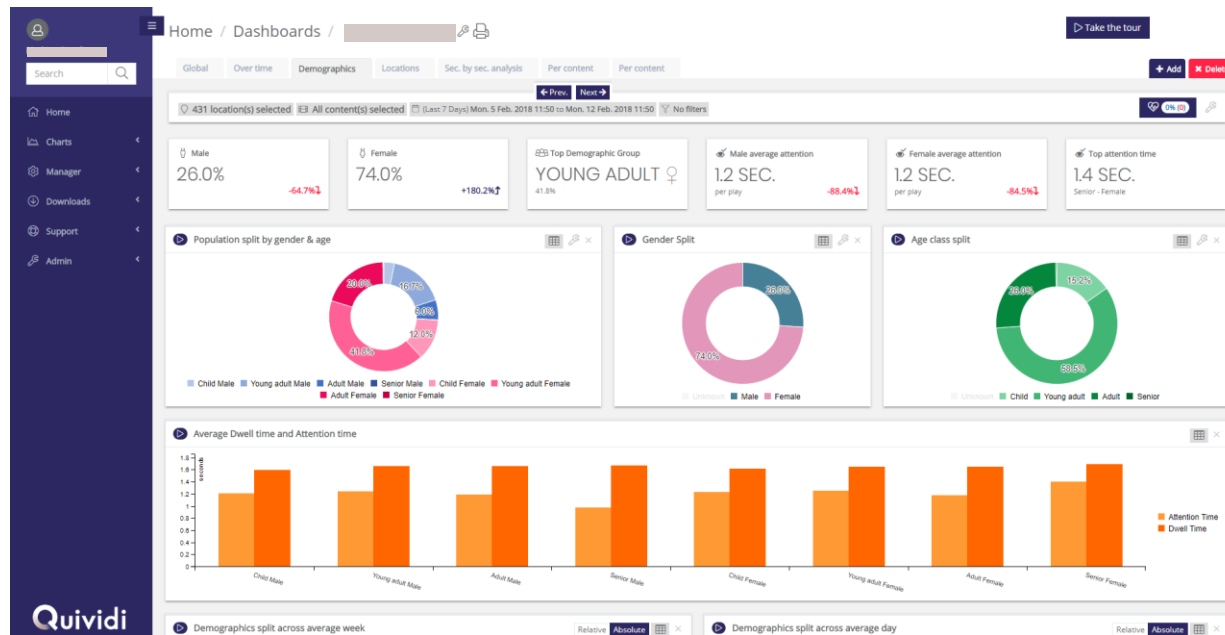
Quividi has unparalleled experience with privacy regulators and helps its customers when incidents arise.



# DIGITAL SIGNAGE ANALYTICS

Measure your screen's actual audience – quantitatively and qualitatively

## POWERFUL DASHBOARDS



## DATA SEGMENTATION



Location & time based analytics



Screen analytics



Content specific analytics



# DIGITAL SIGNAGE INTERACTIVITY

Use real-time data in digital signage content to make it more engaging and effective

## TARGETED

Adapt content to the audience in real-time; for example playing one message if it is mostly men and another if it is mostly women.

- ✓ Group size
- ✓ Gender (male/female)
- ✓ Age (class/exact\*)
- ✓ Facial features\* (moustache, beard, glasses)
- ✓ Mood\* (happy..unhappy)

\* Requires VidiReports Expert

## INTERACTIVE

Content can change and react to the audience in real-time; for example the model in an ad can wink to someone that smiles at the ad.

- ✓ Approach (distance)
- ✓ Attention (sequential storytelling)
- ✓ Smile or frown to activate or vote
- ✓ Head nod (yes) or shake (no) to activate or vote
- ✓ Augmented reality using camera feed

## INTELLIGENT

Content can automatically build itself an optimize for an objective; for example maximizing attention

- ✓ Automatic assembly of ads from pre-programmed parts
- ✓ Measures results of various combinations
- ✓ Automatically optimizes future assembly based on:
  - Most attention
  - Most happiness
  - Voting (smiling/nodding)

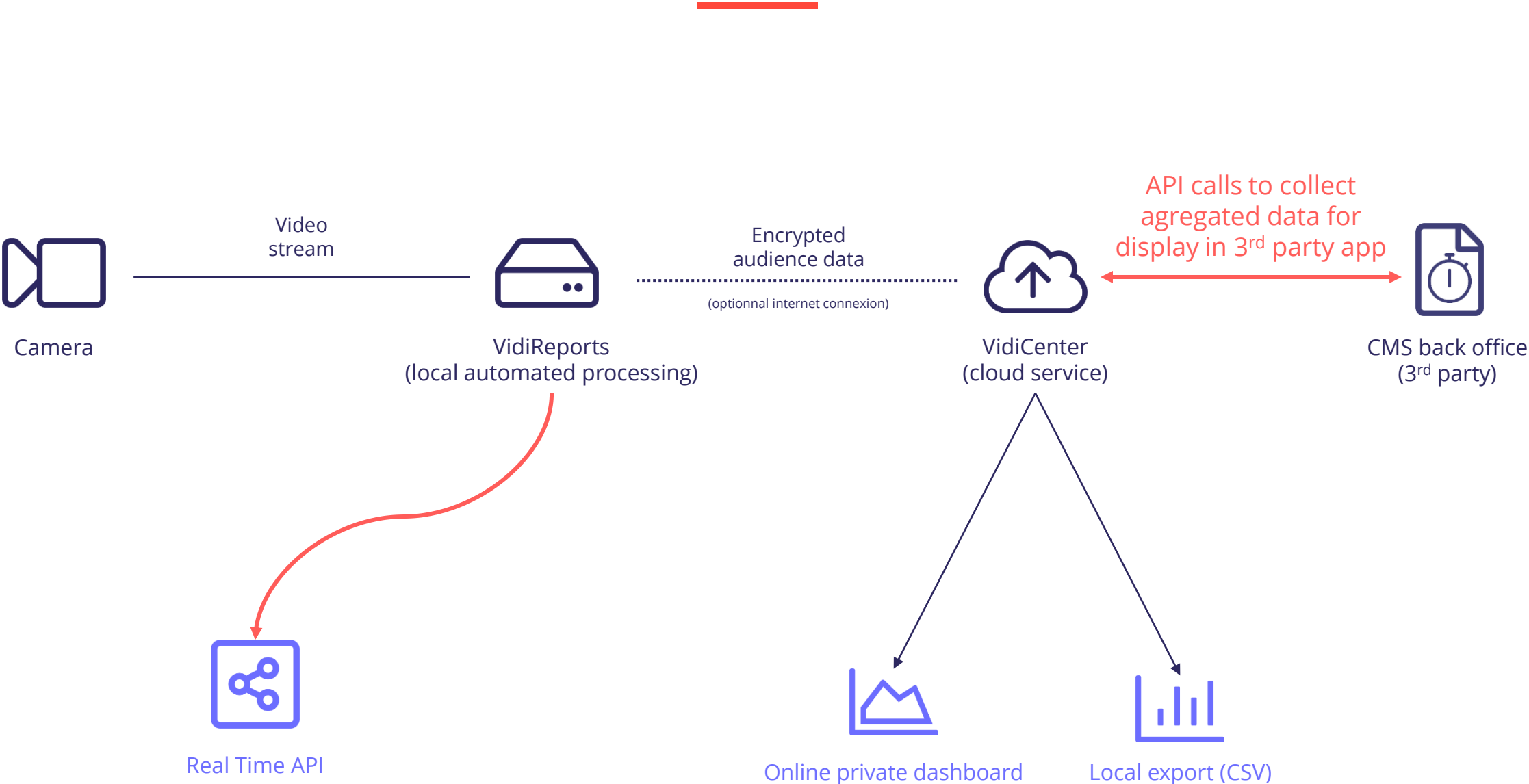




# QUIVIDI AMP SUITE



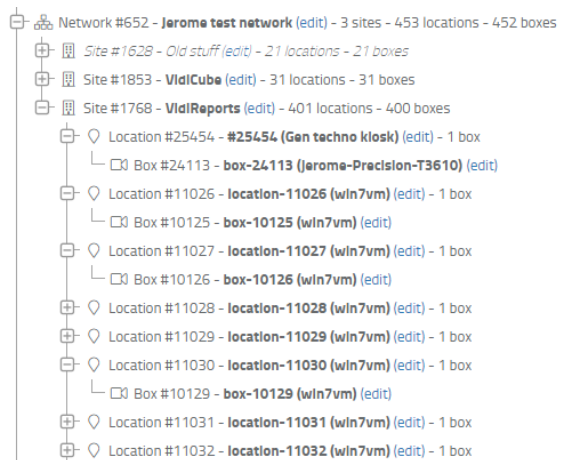
# AN OPEN SOLUTION WITH API





# VIDICENTER – MANAGE YOUR NETWORK

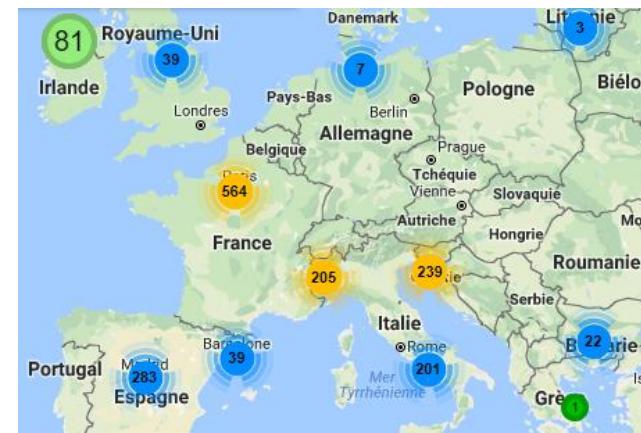
VidiCenter is our online platform to organize & monitor your network



## ORGANIZE

VidiCenter offers a fully customizable tree structure to organize your network and make you the most efficient at piloting your data sources.

Tag and geo-tag your locations & sites to make it easy to collect your data !



## MONITOR

Get daily monitoring emails to follow the health of your network.

Don't want the emails ? Everything is just a click away in VidiCenter : alerts and how to fix them !



# AUTOMATION – VIDICENTER API



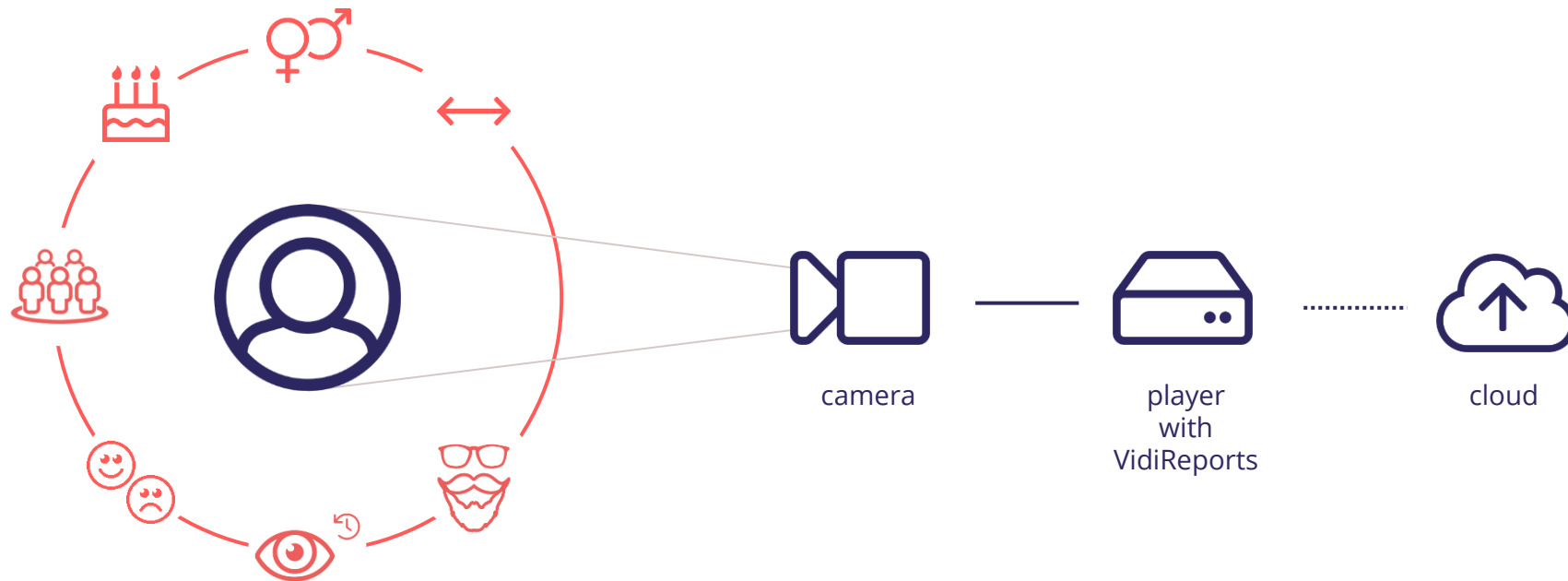
- **Topology calls & tag calls**  
*Network organization*
- **Status calls**  
*Monitoring*
- **Data export**  
*Analytics*
- **Clip metadata**  
*Audience per Content*

- Data is requested by accessing <https://vidicenter.quividi.com/api/>
- Data is returned in the JSON format
- Security is provided by token-based authentication
- Documented at <http://vidicenter-api.readthedocs.io/en/master/>



# VIDIREPORTS

It is as simple as that : a player, a camera, VidiReports



Our solution is integrated with all major Content Management Software services



# VIDIREPORTS – ALGORITHMS

VidiReports features three different algorithms creating data & metadata you can trust !

## AUDIENCE MEASUREMENT

The base software contains the functionality necessary to detect the audience and to securely transmit anonymized data to VidiCenter for analytics.

- ✔ Opportunities To See / Traffic
- ✔ Watchers / Viewability\*
- ✔ Dwell Time / Attention Time
- ✔ Age bracket\*\*
- ✔ Gender

\* ie. percentage of attentive by-passers

\*\* Child / Young adult / Adult / Senior

## EXPERT ALGORITHMS

Add context to the audience data via an algorithm upgrade. This additional metadata is available in VidiCenter analytics and locally with Real-time API.

- ✔ Audience measurement features +
- ✔ Exact age
- ✔ Mood\*
- ✔ Glasses / Sunglasses
- ✔ Facial Hair

\* Very happy / Happy / Neutral / Unhappy / Very unhappy

## REAL-TIME API

Provides high frequency updates of the audience data. This is required to power interactive experiences such as those created with VidiStudio.

- ✔ Audience measurement and/or Expert algorithm features +
- ✔ Distance
- ✔ Position
- ✔ Face direction
- ✔ Number of glances

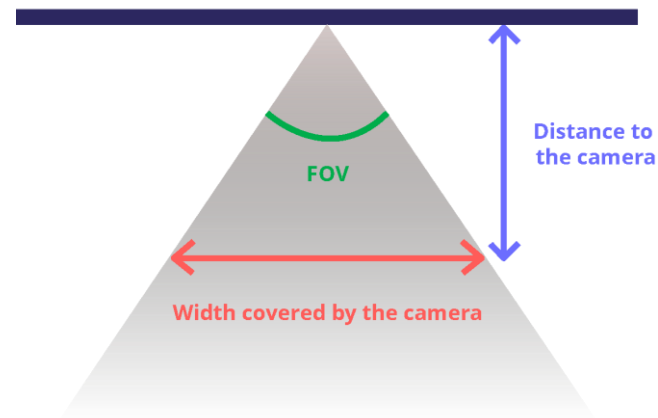


# TECHNICAL – CAMERA

VidiReports works with most cameras

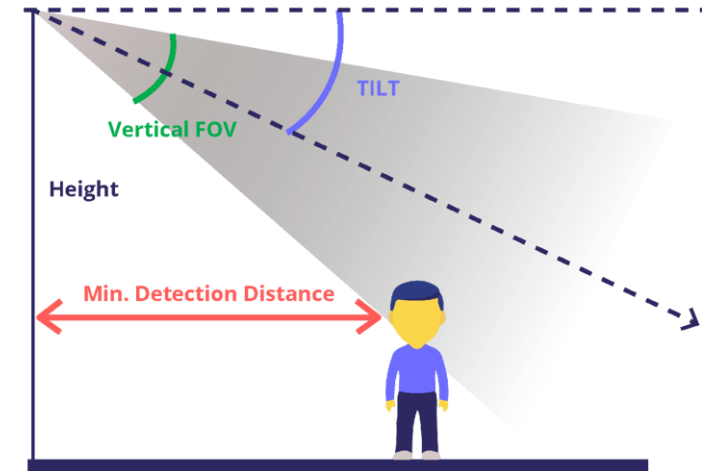
- Any USB camera supporting the UVC norm (Standard USB Video stream norm)
- Any IP camera supporting MJPEG over HTTP, H264 over RTSP or (starting with 5.7.0) RTP over multicast UDP.
- VidiReports can also work with IR cameras<sup>4</sup>

WIDTH OF THE DETECTION AREA  
AT A CERTAIN DISTANCE OF THE CAMERA



Choose the right camera for the area you want to measure

MINIMUM DETECTION DISTANCE  
FOR A CAMERA PLACED HIGH



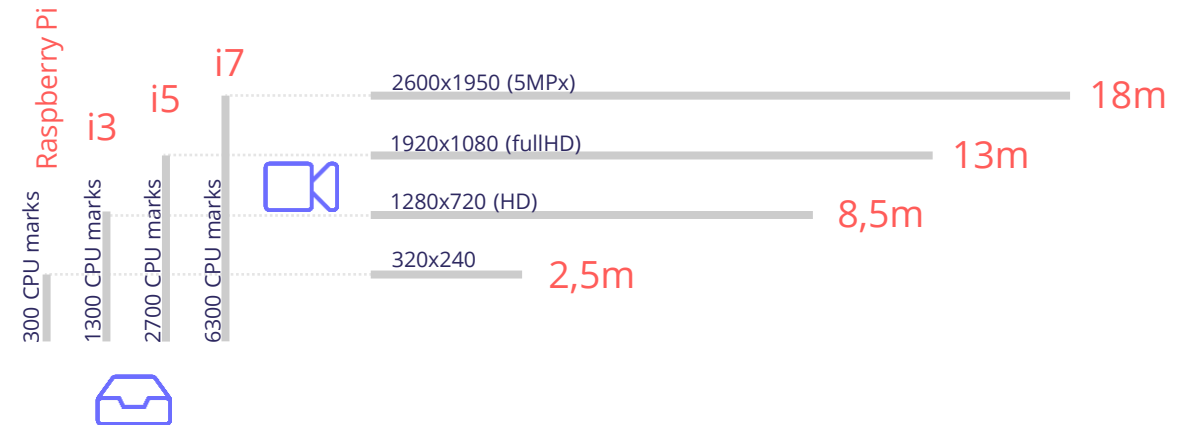
Cameras should ideally be placed at eye-level, and in any case not exceed 15° of tilt up or down



# TECHNICAL – COMPUTER

Besides the minimum requirements, CPU power is vastly depending on your needs

- Works on Windows or Linux
- 32 bits architecture
- System requirements :
  - 600MB hard drive space for the software
  - 2GB RAM
  - No GPU required
  - A minimum of 300 CPU marks for VidiReports Pro
  - A minimum of 600 CPU marks for VidiReports Expert



Overview of CPU power needed depending on distance measured for a standard webcam (65° HFOV)



# INTERACTIVE

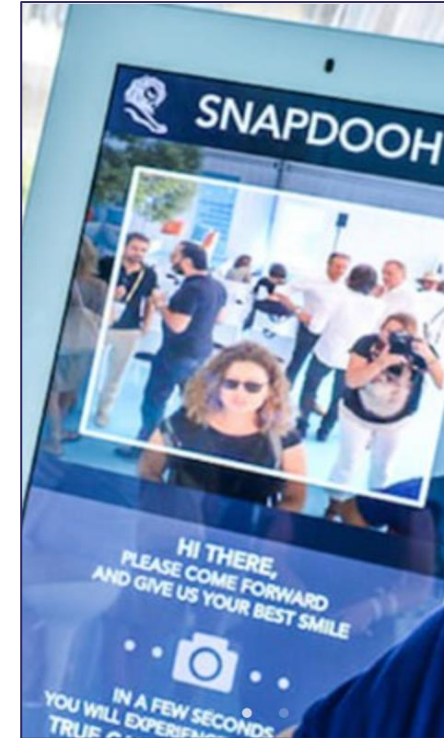
## Everyday Experiential

### Approach to Activate



Source: Grandi Stazioni / Lufthansa

### Smile to Opt-in



Source: ClearChannel / Voodoooh





**FIFTH**  
SCREEN

SMART  
DIGITAL  
SIGNAGE  
SOLUTION