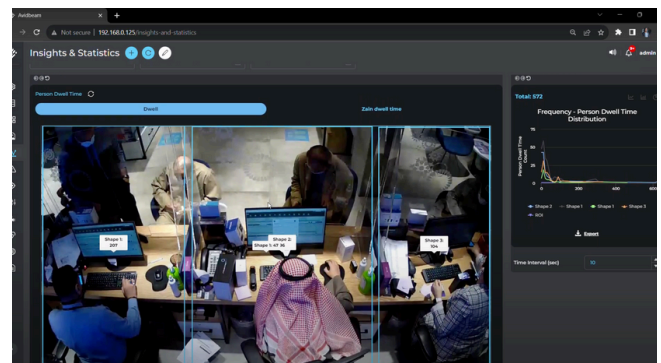
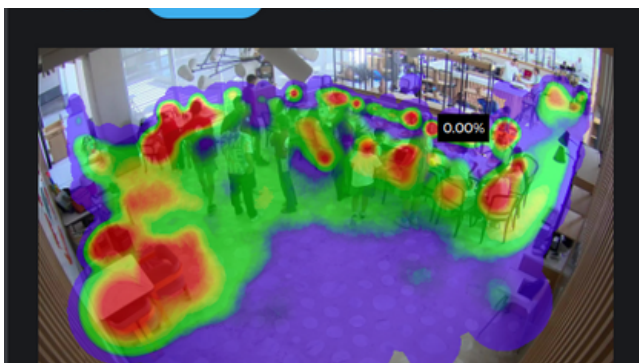
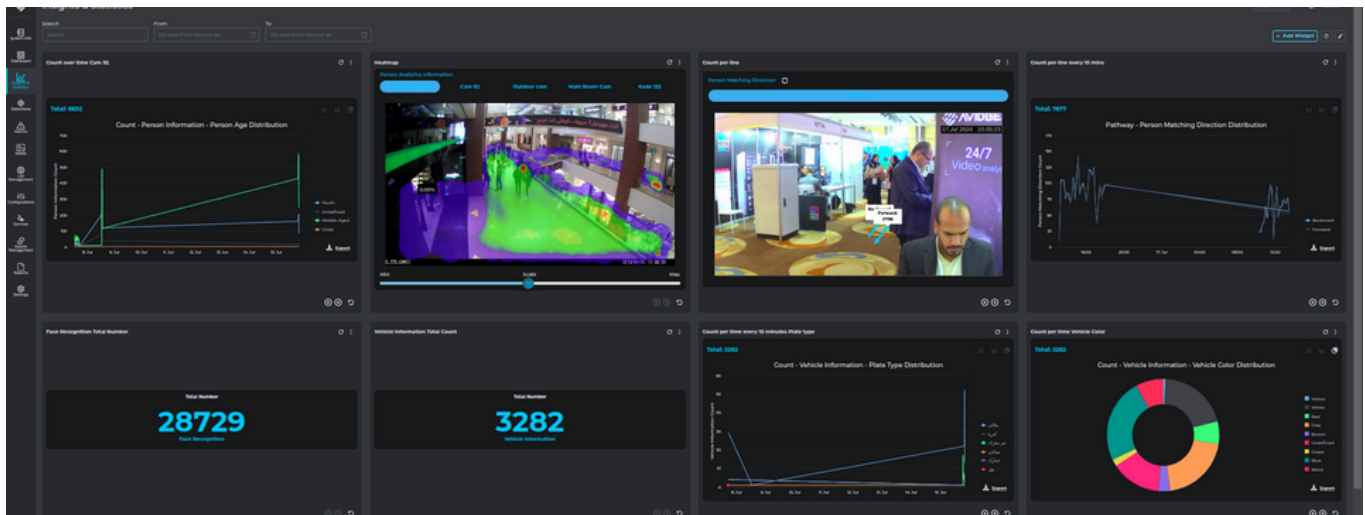


AvidRetail

Your Trusted 24/7 Retail Analytics Operator

Provides retail shops with a replicating e-retail analytics experience. Retail shops can measure sales efficiency, conversion rates, and improve their operational efficiency

- ✓ Visitor Count (Daily/Weekly/Monthly)
- ✓ Visitor Gender & Age Distribution
- ✓ Customer Flow & Distribution Analysis
- ✓ Heat map Analysis (places most visited by customers)
- ✓ Visit Pathway Analysis
- ✓ Cashier Queue Management
- ✓ Manage Store/Mall Occupancy
- ✓ Access Density Analysis (access volumes based on time-of-day)
- ✓ Detect Empty Parking Slots
- ✓ Customer Traffic Forecast Based on Historical Data
- ✓ Custom Query & Report Generation
- ✓ Diversified Set of Configurable Alarms



Visitor Access Density Analysis



Identify Unique Number of Shoppers

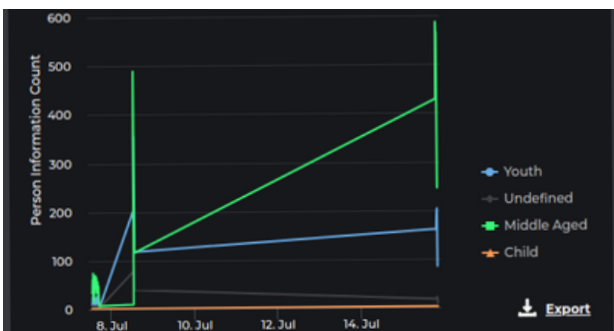
Identify Conversion Rate of Visitors to Buyers



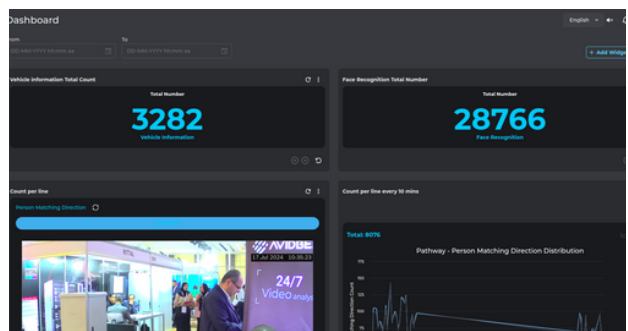
Identify Store Busiest Days and Rush Hour

Forecast Number of Visitors per Day & allocate staff accordingly

Visitor Demographics Analysis



Identify Store Target Audience



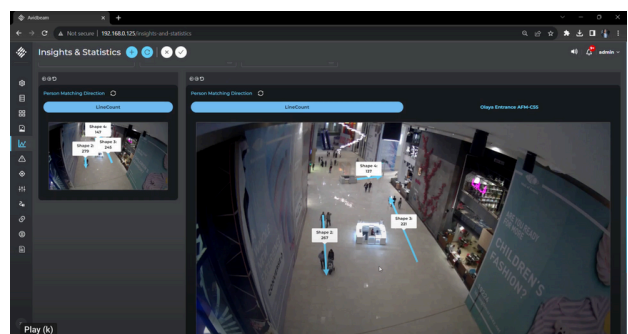
Age & Gender Based Marketing Segmentation

Heat Map Analysis



Identify customer journey & interactions with products

Identify store high and low concentration spots.



Identify how much time is spent in different areas

Identify the best in-store promotion location

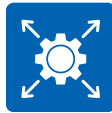
ATUN

ATUN is Avidbeam's scalable video analytics platform, designed to run advanced computer vision algorithms on video streams or files. It supports edge, on-camera, data center, and hybrid deployments while seamlessly integrating with third-party systems. ATUN is a comprehensive solution for efficient and versatile computer vision processing.



OUTPERFORMING

Flexibility in Deployments
Framework Agnostic
Hardware Agnostic
Camera Agnostic



SCALABLE

Supported Deployment Modes
Edge processing mode
Data center processing mode
Hybrid mode

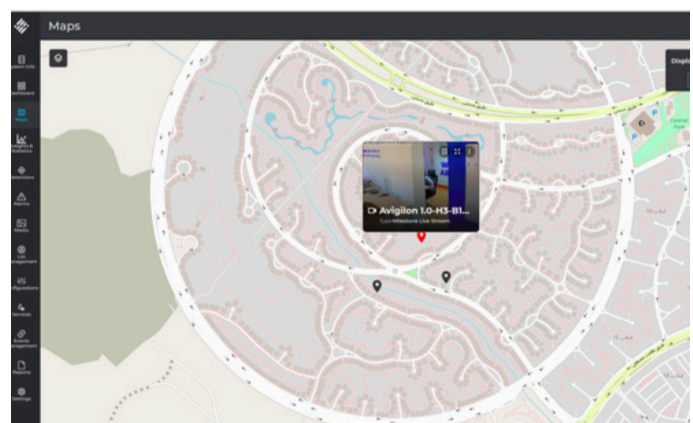
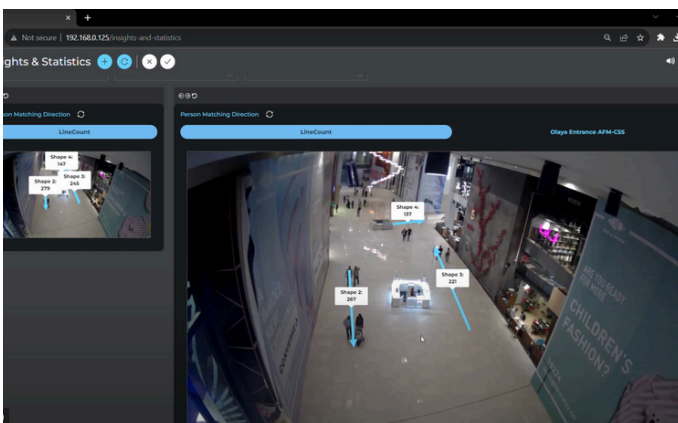
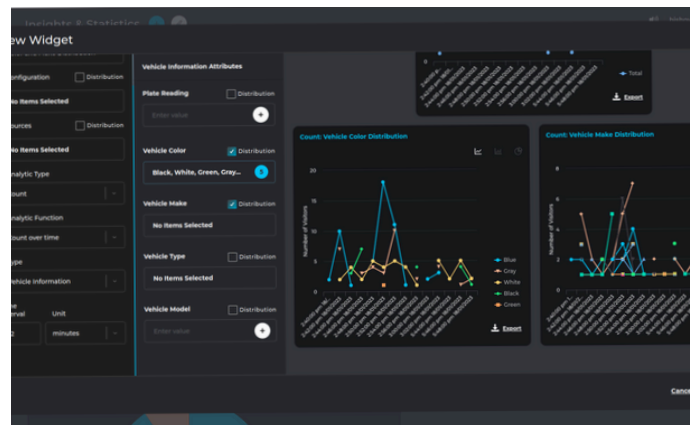


COST EFFICIENT

Distributed processing
Automatic upscaling and downscaling
Easy roll-in and roll-out of running processing units

AvidBeam's Dashboard

- ✓ Customizable Dashboard
- ✓ Comprehensive Statistics
- ✓ Fast Search
- ✓ Built-In Maps
- ✓ Custom Widgets
- ✓ Custom Queries



General Technical Requirements

General System Specifications

- ✓ Integrated with different VMS (Milestone, Genetec) or deployed as a separate stand-alone application.
- ✓ Could be run On Premise, Private Cloud, and Public Cloud to support flexibility in installations
- ✓ Supports high availability, fail over and N+1 (more) redundancy architecture
- ✓ A web-based user friendly browser interface for entering user queries and displaying query results
- ✓ Interfacing with OnVIF compliant IP camera(s) or reading from surveillance DVR
- ✓ State of the art computer vision and image processing algorithms optimized for GPU and CPU
- ✓ Scalable (easy to support any number of cameras)
- ✓ Customizable and configurable by client (Frame rate selection, camera management, ROI selection, etc.)
- ✓ Day/Night Recognition

Hardware Requirements

- ✓ A built-in retention policy allows the user to specify a duration during which the data will remain on the database.
- ✓ Storage requirements are minimal compared to a typical VMS.
- ✓ A single database record requires approximately 150KB-200KB of storage based on the camera resolution and selected ROI.

Hardware Requirements

- ✓ Supports wide range of cameras from 2 Mega Pixels up to 4K
- ✓ Lens 3 – 25 mm
- ✓ One Virtual Core / Camera
- ✓ 2 GB of memory / camera
- ✓ CPU 2.4 Giga Hertz
- ✓ Supports different types of GPU cards

System Recommendations

- ✓ Pitch: -15,+15
- ✓ Roll: -180, +180
- ✓ Yaw: -15,+15
- ✓ Lightening : Normal light, can't be facing the camera or the person

AVIDBEAM TECHNOLOGIES



AvidBeam® is an AI video analytics company that pushes the boundaries of video processing capabilities with big data distributed architecture. Its expertise in computer vision, deep learning, visualization and neural networks enable AvidBeam® to offer scalable video analytics solutions for security, safety and business intelligence applications to its customers. AvidBeam team delivers video processing and analytics products cutting across various verticals and geographies including Smart Cities, Smart Retail, Transportation, Oil & Gas, Healthcare, Education, etc in the Middle East, Gulf and North America. Headquartered in the Netherlands with teams in the US, Egypt and Saudi Arabia



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