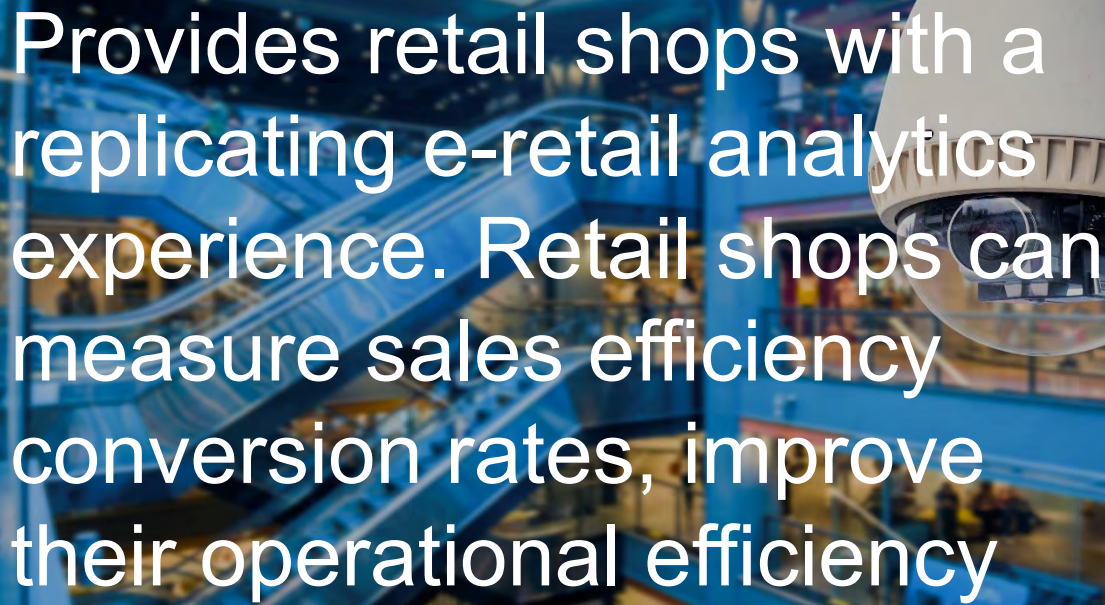




AvidRetail™ for Shopping Malls & Retail Shops





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

System Features

- Customer entry/exit counts (day/week/month)
- Visitors gender distribution
- Visitors age estimation distribution
- Customer flow and distribution
- Hot spots (places most frequently visited by customers)
- Cashier queues performance as a function of time-of-day
- Correlations among advertising campaigns and customer visits
- Patterns of movement during access
- Access density analysis (access volumes based on time-of-day)
- Traffic forecasts based on history
- Graphical representation of data
- Diversified set of configurable alarms



Technical Data Sheet

General System Specifications

- Integrated with different VMS (Milestone, Axis, AxxonSoft, Cisco VSMS) or deployed as a separate stand-alone application.
- Available on different platforms (Windows, Linux)
- User friendly browser interface for entering user queries and displaying query results (Windows, IOS, and Android supported)
- 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

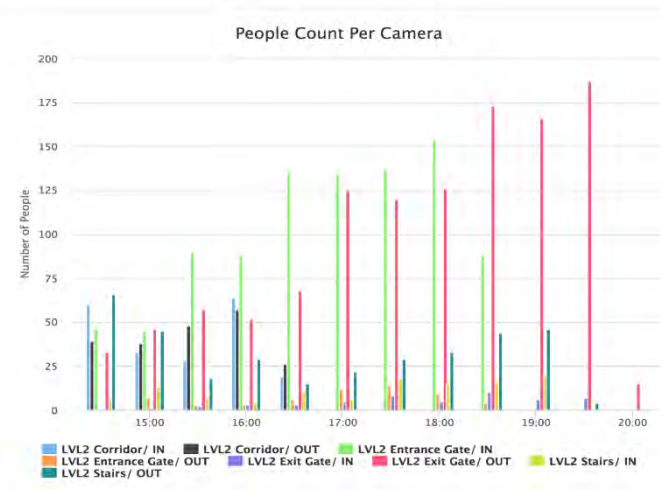
- 1 Mega pixel camera with MJPEG or H.264
- Lens: 3-12 mm
- One core for processing per each camera
- 400 MB of memory / each camera
- CPU 2.2 Giga Hertz.

System Recommendations

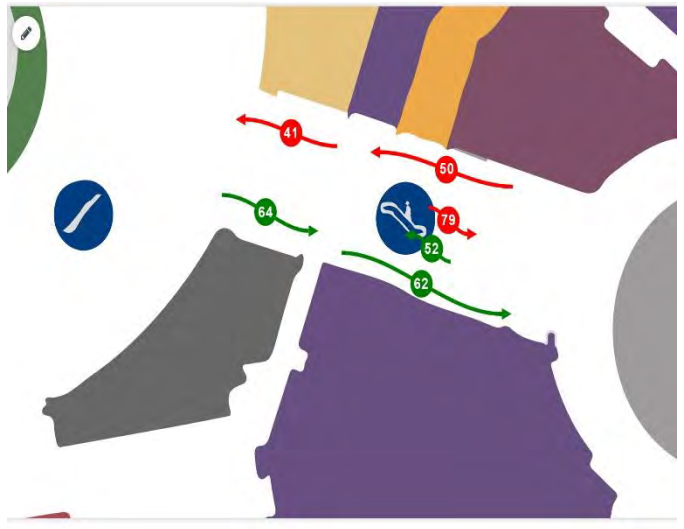
- Pitch: -15,+15
- Roll: -180, +180
- Yaw: -15,+15
- Lightening : Normal light, can't be facing the camera or the person (Similar to outdoor light)



AvidRetail™ in Action



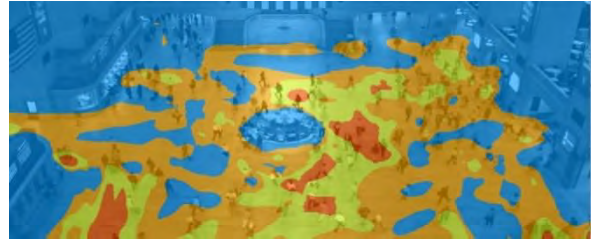
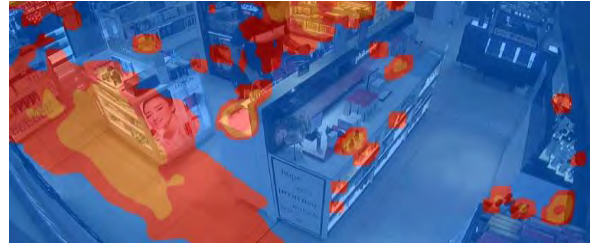
Visitors Access Density Analysis



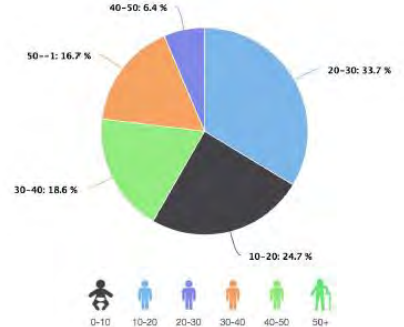
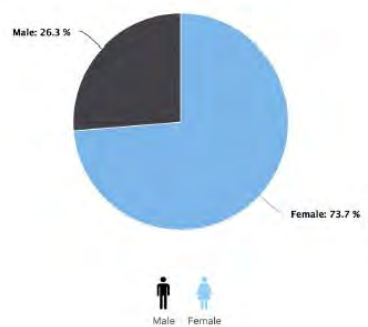
Determine Hot Spots & Customer Flows



AvidRetail™ in Action



Heatmaps to reflect Malls/Retail shops occupancy and visitors interactions with products



Retail Visitors Gender with Age Estimation



AvidRetail™ in Action

- lists all cases of people detection in a provided area
- Spotted time, date and location
- Easily customized



Results



OUT : 3
IN : 1
DateTime : 11/04/2016 11:58:15
MediaSource : MazayaCorridor



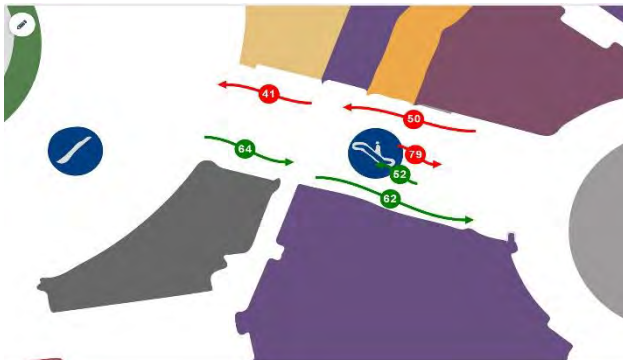
OUT : 3
IN : 3
DateTime : 11/04/2016 11:58:25
MediaSource : MazayaCorridor



OUT : 5
IN : 5
DateTime : 11/04/2016 11:58:45
MediaSource : MazayaCorridor

Retail Visitors Gender with Age Estimation

- [Mall Visitors Count](#)
- [Outdoor People Count](#)
- [Mall Visiting Patterns & Path Maps](#)



Watch AvidBeam Online Demos



AIDBEAM

AidBeam Technologies is a leading provider of video innovative solutions. AidBeam solutions focus on analyzing video Big-Data to extract insightful business & security information, and adaptively packaging video streams to achieve the best quality of experience for AidBeam clients. AidBeam's technology strengths are based on world-class development team composed of video architects, software engineers and computer scientists with a proven track-record in technologies such as media streaming, videoconferencing, image processing and Big-Data Analytics . AidBeam team has accredited history of working in multinational corporations and delivering unique solutions and products worldwide.



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