

AVIDBEAM TECHNOLOGIES

AvidRetail

Your Trusted 24/7 Retail Analytics Operator



AvidRetail

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)
- Cashier Queue Management
- Correlation among Advertising Campaigns & Customer Count
- Visit Pathway Analysis
- Manage Store/Mall Occupancy
- Access Density Analysis (access volumes based on time-of-day)
- Customer Traffic Forecast Based on Historical Data
- Graphical Representation of Data
- Diversified Set of Configurable Alarms



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

- Supports wide range of cameras from 2 Mega Pixels up to 4K
- Lens 3 – 12 mm
- 2 GB of memory / camera
- CPU 2.4 Giga Hertz
- One Virtual Core / Camera
- Support 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

AvidRetail in Action

Visitor Access Density Analysis



✓ Identify Unique Number of Shoppers

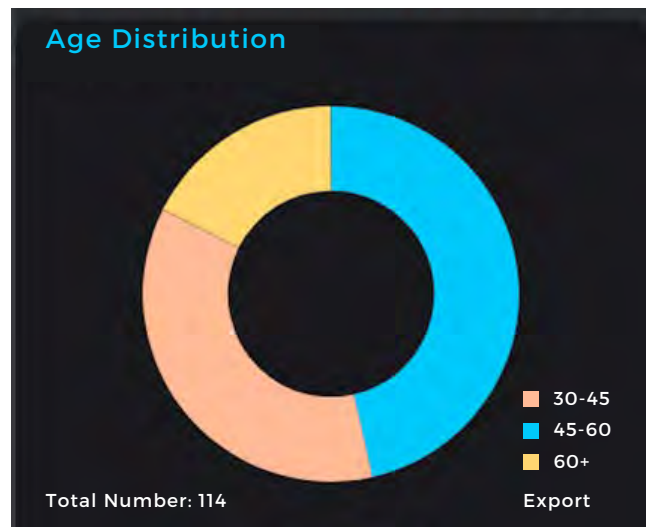
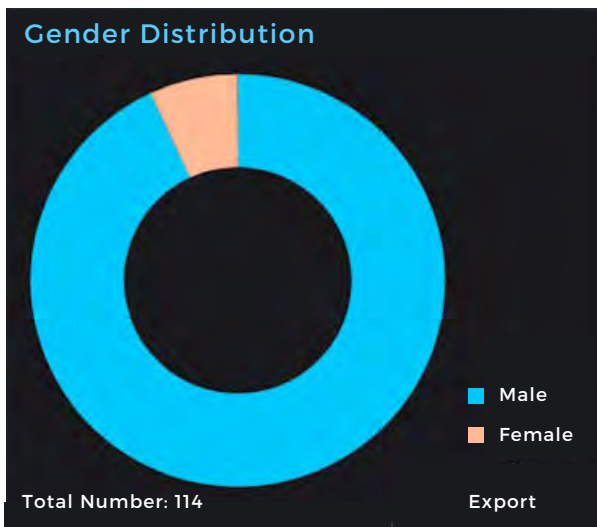
✓ Identify Store Busiest Days and Rush Hour

✓ Identify Conversion Rate of Visitors to Buyers

✓ Forecast Number of Visitors per Day

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Visitor Demographics Analysis



✓ Identify Store Target Audience

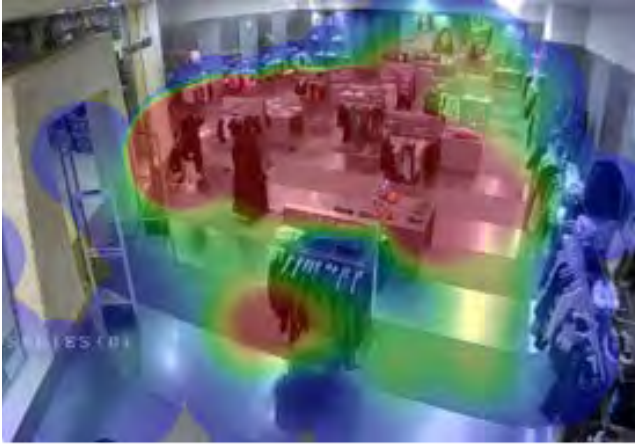
✓ Enhances Targeted Marketing Campaigns

✓ Age & Gender Based Marketing Segmentation

✓ Identify Who the Brand Appeals to the Most

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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

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Comprehensive Analytics & Reports



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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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