

People Counter



People *Attract*®

The Vis-à-pix People Counter product family is used wherever the correct counting of people and the reliable analysis of customer behaviour is essential for marketing, service and a rise in efficiency.

The People *Attract*® measures the number and attention span and detects the gender as well as the age group of persons in front of a marketing activity (in-store tv, digital signage, displays, shelf placements). The evaluation allows measuring the impact of marketing activities and an interactive adaptation of contents to the gender or age group of the respective audience.

Product	Product Description
People <i>Attract</i> ®	<p>Attention Span Evaluation, Gender Detection and Age Detection.</p> <p>Distance of the person (close, mid, far) and horizontal position (left, centre, right) is determined.</p> <p>People only passing the installation are not registered as viewer.</p> <p>Compound SDK Interface (XML over TCP/IP).</p> <p>Error-notification: Signal-Hoss</p>
Summary Server	<p>Automatic or manual user-defined and product specific generation of reports and visualisation of statistical evaluation. Reports are transmitted via email (SSL- support), FTP-upload or to the local file system.</p> <p>Depending on the capacity of the data bank server, up to 1000 external or internal systems can be linked.</p>

Measurement of Attention

Who is looking at the screen?

Gender of Viewer	
Male Viewer	Female Viewer
5	7

Age of Viewer	
2	Children
1	Teenagers
3	Young Adults
4	Adults
1	Seniors

System Requirements

Software System	Microsoft Windows XP incl. latest servicepack
Hardware System	PC min. Intel Pentium 2.4GHz Core2Duo, min. 2GB RAM. Screen resolution 1280 x 1024
Camera Types	FBAS-Analog via Matrox / RTV-24 frame grabber cards, USB Camera
Number of Cameras per PC	Max. 2 Cameras (with max. 4CIF), USB: 1 Camera (with max. PAL)
Frames per second	25 Frames / s
Contrast	Recommended contrast: > 20 Digital Units between person and background.
Illumination	Illumination: > 200 Lux
Optics	Aperture angle according to spatial geometry. Faces must have a size of min. 24 x 24 pixel.

