



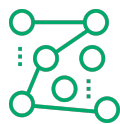
SWARM ANALYTICS

Retail Insights – Solution Brief

Powered by Swarm Analytics

For gaining reliable and affordable insights into retail, we provide a device for upgrading existing cameras with AI technology. This enables the gathering of real-time data about customers and people flows. Next to that, easy integration into your ecosystem is ensured through a plug & play installation and the use of standard data formats. Since the data is extracted directly from the video stream, no pictures are sent at any time, which ensures 100 % GDPR compliance.

- ✓ For new & existing cameras
- ✓ Plug & Play deployment
- ✓ 100 % GDPR compliant



People Flow

Gain comprehensive insights into the people flow throughout the retail space and identify specific points of high interest.

- Duration of stay: Monitor the duration for which a person is staying in the retail area, using anonymous people re-identification.
- People flow tracking: Identify points of high interest or waiting times through heat maps.



People Insights

Obtain valuable insights into visitor demographics and identify frequent visitors based on peoples' visual appearance.

- Age and Gender insights: Obtain useful customer insights by estimating their age and making gender classifications.
- Frequent visitor recognition: Use visual characteristics of people to re-identify people.

For more information, receiving a live demo presentation, or testing the product at your site, please give us a call or drop us an email.



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