signEye Module for audience measurement

target your advertising and measure its effectiveness in real time

signEye is an audience measurement and analysis tool which can be used with the signBox digital signage system.

The signEye system uses a digital camera in conjunction with the latest in facial recognition technology, to identify audience metrics that occur in the field of vision.

A digital camera is embedded in the screen frame above or below a digital signage screen, so the recorded metrics are directly related to the content being shown in real time.

Metrics include:

- Age group and gender
- Total number of people in the vicinity (possible impressions)
- Total number of people that looked (actual impressions)
- Length of time that people spent looking (length of impression)
- The amount of time that people spent in the vicinity (dwell time)

signEye provides real-time reporting

signEye has a revolutionary ability to both record and report the effectiveness of digital signage content within moments of the content having been delivered.

Some useful reports include:

- <u>Target Groups vs Times of Day</u> provides an insight as to what content types should be shown when, to achieve optimum affect.
- <u>Length of Impression vs Target Group</u> clearly shows which target group finds the content most interesting.
- <u>Possible Impressions vs Actual Impressions</u> reveals how effective the content is at grabbing attention, by comparing audience numbers with the number of people who actually stop to look at the digital signage information.

(continued overleaf)

"Specialising in state-of-the-art digital signage solutions, Signbox Microsystems can transform the way your company communicates."

NOTE: Specifications are subject to change without notice. While all due care and attention has been taken in the preparation of this document, Signbox Microsystems Pte Ltd shall not be liable for any inaccuracies or omissions which may occur herein.

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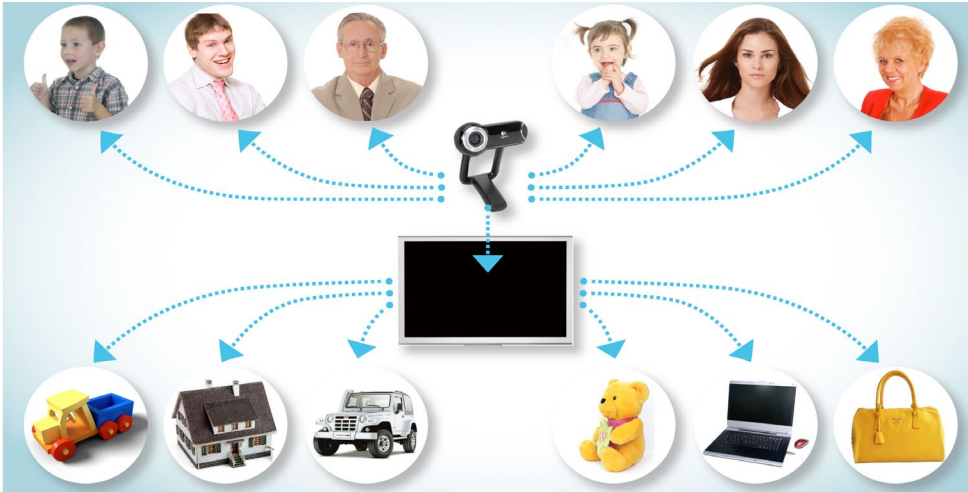**PHONE:** +65 6423 0692 | **FAX:** +65 6423 0186
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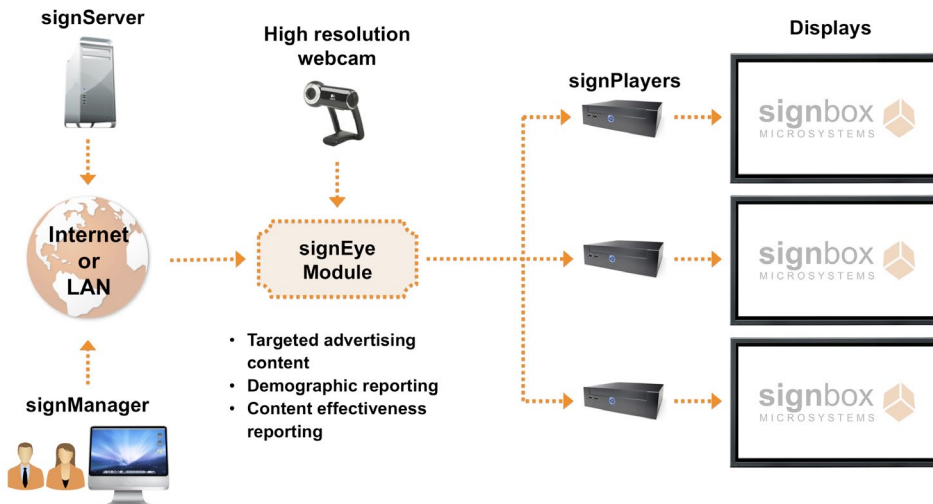
True targeted advertising

signEye is designed to recognise several target groups to whom, once identified, tailored content can be displayed. The example below shows how signEye, using two metrics (age and gender), might operate:

A note on product privacy information

For privacy purposes, the signEye module is designed to ensure that the data detected and aggregated cannot be associated or otherwise linked with any specific individual. No personally identifiable information is ever collected, as our system ensures only anonymous data is aggregated to provide meaningful metrics.

Signbox signEye Module

signServer

High resolution webcam

Displays

signPlayers

Internet or LAN

signEye Module

signManager

- Targeted advertising content
- Demographic reporting
- Content effectiveness reporting

For further information please contact Signbox Microsystems or an authorised Signbox dealer.