

PRODUCT SPECIFICATION 3VR DEMOGRAPHICS ANALYTIC



Do more than count customers. Understand who they are. Available as a premium add-on to any 3VR system, the new 3VR Demographics Analytic allows end users in retail, banking, hospitality, and other industries to understand their customers by estimating foot traffic and identifying by age and gender. Compare demographic reports against POS transactions, understand foot traffic conversion, and empower your organization with valuable business intelligence using the latest addition to 3VR's suite of Premium Analytics.

BUSINESS INTELLIGENCE

- Estimate customer count and identify them by age and gender*.
- Gain valuable intelligence to better understand what merchandise to stock.
- Compare counting estimates against point-of-sale (POS) transactions to understand foot traffic conversion.
- Run reports over time to gain business intelligence.
- Test advertisements by understanding what demographics respond to the ad.

REAL-TIME EVENTING

- Using facial surveillance, identify customers by age in real-time using event cards.
- Set up alerts to create an event action based on age or gender and time, for example, alert if someone appears under 21 after 9pm.
- Using custom integration with data systems, trigger events to change digital signage based on age or gender when customers enter store.

ORDERING INFO

The Demographics Analytic is part of 3VR's suite of Premium Analytics. Each license includes 1 channel pack and 1 remote Report Viewer license. The Demographics Analytic is supported on 3VR and other certified partner hardware.

REPORTS

- Run reports showing each hour or user-customizable time intervals using Time Series reports.
- Histogram reports can be grouped by age and gender, with a total count for each category. Run a report daily, weekly, or monthly to understand trends.
- Save reports as a .csv file to use in Microsoft Excel.
- Customize reports by assigning values to age groupings or age cutoffs.

FORENSIC SEARCH

- Narrow searches for suspects by gender and age. For example, search for a male suspect between the ages of 20 and 30 years old over the past 3 hours. Results appear in seconds.

* 3VR's Demographics Analytic is not meant to replace a people counting analytic. While the Demographics Analytic will provide a reliable estimate of foot traffic, it is not accurate enough to be used for people counting, which requires a camera pointed directly down at the subject, eliminating any face capture. For accurate people counting, please refer to 3VR's People Counting analytic.

Part Number: A4-DEM-001

3VR DEMOGRAPHIC ANALYTIC



DEMOGRAPHICS OVERVIEW

The Demographic Analytic works best by placing a camera at the entrance of a store, mall entrance, bank entrance, or other choke point where people enter a building. As each person enters the building, the analytic captures the person's face and estimates their age and gender. The information can be used to run reports over time, or can be used with a custom data integration with a 3VR system to trigger or change advertisements using digital signage, or other types of integration. For example, a young woman entering a store may get an ad for perfume while an older male may get an ad for after shave or cologne.

EVENT CARDS

Each face captured is displayed as an Event Card in 3VR's video management software. Each event card displays the location, zone (if defined), the time of day, the length of video capture, and the name of the analytic (useful if you are running multiple analytics). The Event Card will also estimate the gender and the age group the subject belongs in. When an Event Card is clicked on, it will display the video of the subject.



Zones: None
Age Group: Young Adult
Gender: Female

10. Hallway2 (Demog
1:03:26 PM

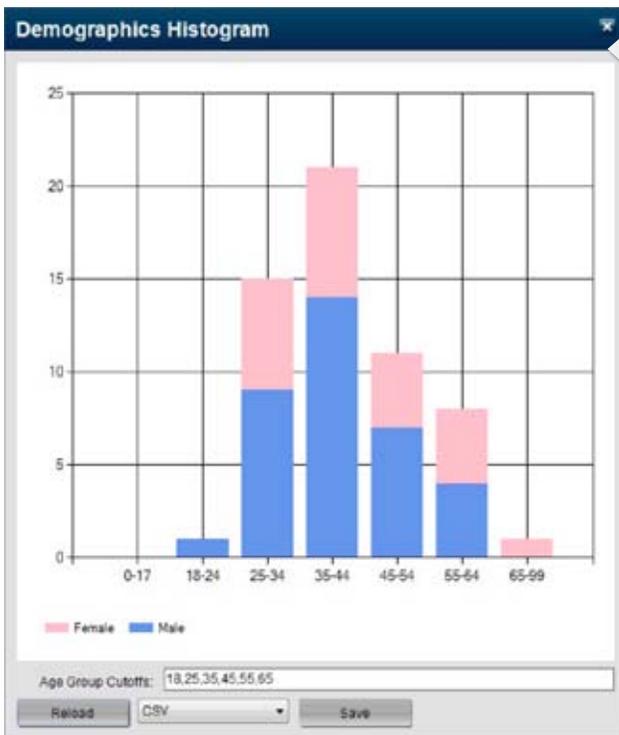
Demographics
2.1 sec



Zones: None
Age Group: Mature Adult
Gender: Male

10. Hallway2 (Demog
1:17:23 PM

Demographics
0.4 sec



REPORTING

To gain valuable business intelligence, reports can be created to reflect a histogram of a given time period displaying a counting estimate of each age range by gender. Or, reports can be run by the hour in a Time Series report to help understand traffic flow and customer demographics throughout the day. Reports can be created to show a period of time, such as weekly, monthly, etc. to understand your customer demographics today and how they change over time and during promotions. Each age range can be defined manually, and the report can be exported into Microsoft Excel and combined with POS or other data to better understand conversion rates and the success of advertisements and sales.