YCD INSIGHT
Demographic Data
In Store Real-Time Analytics
YCD INSIGHT DEMOGRAPHIC DATA

iCapture

Face detection analytics analyze camera feed and retrieve information of Age, Gender, Viewing attention (Gaze time) and Presence (Dwell Time).

This data can be accessed in real-time, for example changing commercials per pre-define settings. The data is also being collected in YCD INSIGHT portal for statistical graphs and analysis.

iTally

Traffic counts analytics analyze camera feed and count people walking in and out from an entrance, how many people are in a specific area (Queue count) and how long they have been there (Queue time).

The data is being collected in YCD INSIGHT portal for statistical graphs and analysis.

Easy Set-up & Access

YCD INSIGHT hardware is a small video processing unit that analyzes high-resolution video streams from one or two Mini Cams. YCD INSIGHT hardware uses Digital Signal processing (DSP) technology to achieve a small footprint, reduced power consumption and stability. The Mini cameras connect to the SmartBox using a Coax cable, or via a CAT-5 cable that delivers power to the camera which can be placed up to 30 Meters away.

INSIGHT Portal

Data is collected into a cloud base solution. Using browser, users can access into the portal, viewing graphs and data tables of their devices per time/areas etc. Customers can also extract raw data using web services commands from the portal.
Technical Specifications

**iTally Capture Mini Cam:**
Dimensions: 44mm(L), 44mm(D), 25mm (H)
Weight: ~0.1KG
Video format: NTSC/PAL
Video Output: BNC
Power: 12V DC ±5%, <1.7W
Power & Video over CAT-5 interface
Temperature: -10 to 50°C, 0 to 35 recommended

**iTally Cam overhead people counting camera**
Dimensions: 84mm (D), 53mm (H)
Weight: 120g
Video Out: composite video (BNC): NTSC / PAL
Power: 12V
2 wireless access points

**iCapture Mix SmartBox (for 1 or 2 cameras)**
Dimensions: 272mm(L), 89mm(D), 38mm (H)
Weight: ~0.4KG
Video In: 2 composite video (BNC): NTSC/PAL
Power: 12V DC
Ethernet Port (RJ45) (10/100 BASE-T)

Performance Specifications per iCapture Mini Sensor
Angular Audience Coverage: 90°
Audience Detection Distance: up to 15 ft (4.5 meters)

Optional
Angular Audience Coverage: 120°
Audience Detection Distance: up to 12 ft (3.6 meters)

Accuracy
Gender Classification: ~90%
Age Group Classification: ~80%

Accessories
Optional 3 lenses pack available for wider entrances and higher ceilings

Traffic Counting Specifications
Minimum Camera Height: 2.5m (8ft)
Counting Zone Width: up to 10m (32ft)
Counting Accuracy: ~90%

iTally Installation Height

![iTally Camera Installation Diagram]

- Height (meter):
  - 6 m
  - 4 m
  - 2.5 m
  - 1.65 m
- Entrance Width

www.ycdmultimedia.com