

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 access 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 have they been there (Queue time).

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



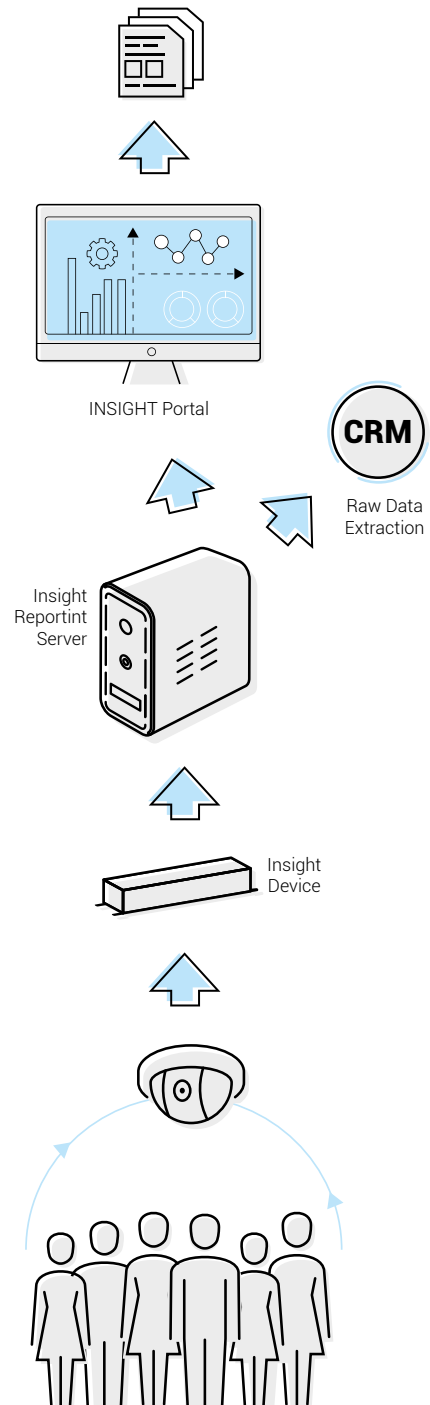
Easy Set-up & Access

YCD INSIGHT hardware is a small video processing unit that analyzes hi-resolution video streams from one or two Mini Cams. YCD INSIGHT hardware uses Digital Signal processing (DSP) technology to achieve a small foot print, 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.



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Technical Specifications

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iCapture 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 50C, 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

