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Cognimatics, the leader in Cognitive Vision, is dedicated to providing efficient and innovative products within its two business segments - Mobile Communications and Intelligent Surveillance.



## Camera-based Dwell Time™ 1.10

Product Overview  
Cognimatics Industrial applications



TrueView Dwell Time™ gives precise knowledge about the impact of your marketing actions. Now also with automatic gender analysis (here in color coding).

## TrueView Dwell Time™ Now with gender detection (beta)!

In today's competitive retail environment, success is dependent on a thorough understanding of existing and potential customers. Constantly changing customer preferences, eroding customer loyalty and the inherent complexity of large retail organizations demand increased analysis of the customer behavior.

TrueView Dwell Time™ is a powerful customer behavior analytic tool for gaining precise knowledge about the impact your marketing actions have in your store. TrueView Dwell Time™ measures customer response to in-store marketing elements, such as static signs, POP displays and other forms of digital media, including retail TV networks and kiosks. Using leading patent pending image processing software for Viewer analysis, together with standard surveillance cameras, TrueView Dwell Time™ offers unobtrusive means for extracting information that you need for making the right strategic marketing decisions, safeguarding your marketing investments and equipping you for the future.

The software instantly gives you real time measurements of key figures such as:

- Viewer count (visitors who actually viewed the media)
- Automatic gender analysis
- Average length of viewing the media
- Distribution of viewing times

### System overview

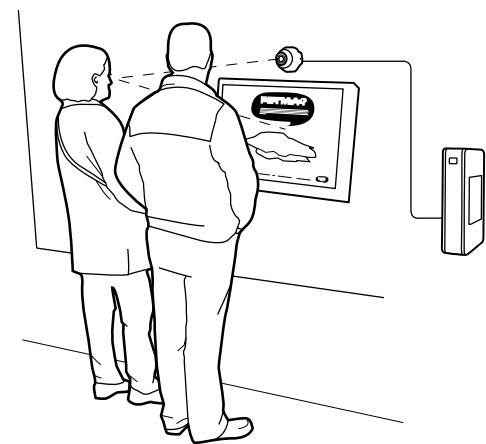
TrueView Dwell Time™ is an automated stand-alone viewer counting and tracking system that uses a standard PC and camera. The camera is mounted close to the media that is to be analyzed.

By using TrueView Dwell Time™ in combination with TrueView People Counter™ you can also perform analysis such as for example

- comparing number of people passing media with number of people viewing the media or
- comparing total number of visitors to the store with number of people viewing the media.

### Reporting

TrueView Dwell Time™ updates counting data in real time. View the number of viewers directly in TrueView Dwell Time™ or export data automatically to TrueView Report™ or TrueView Web Report™ for efficient data management and analysis.





Keep track on how many and how long people are viewing your display.

## Features

- Automated stand-alone system, operated in real-time.
- Easy to install and maintain.
- Erases faces in video to ensure that personal integrity is secured.
- Unlimited number of cameras to a site or portfolio of sites.
- Counts people looking at the media and viewing duration for each person.
- Leading digital image processing overcomes shadow and reflection problems.
- Export data to **TrueView Report™** or **TrueView Web Report™**.
- Open protocol lets you integrate with data from POS and other systems.

## Specifications

- Viewing distance: Depends on lens and image resolution. Normally at least up to 4 meters.
- Minimum video image size: 640x480 pixels.
- Platform: Intel Core Duo, 500 MB RAM, Windows XP or higher.
- Camera: Axis network camera.

## Distributed by:

### CONTACT INFORMATION

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### ABOUT COGNIMATICS

Cognimatics, the leader in Cognitive Vision, has its roots at the Mathematical Department at Lund University, Sweden. Having a team of senior researchers with more than a decade of experience from Cognitive Vision, Cognimatics' technology is built on a solid and sound scientific foundation.

### COMPANY MISSION

Cognimatics works in close cooperation with the university to take new results from research to the market efficiently.

### COGNITIVE VISION

Cognitive vision is a field of research, where the aim is to teach computers to interpret images intelligently like humans do. It involves detecting people in pictures, finding objects in pictures, tracking objects and detecting events in video streams. Cognimatics, the leader in Cognitive Vision, is dedicated to providing efficient and innovative products within its two business segments - Mobile Communications and Intelligent Surveillance.

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