

YVS-AGO1 Vision Demographic

Age and gender estimation.

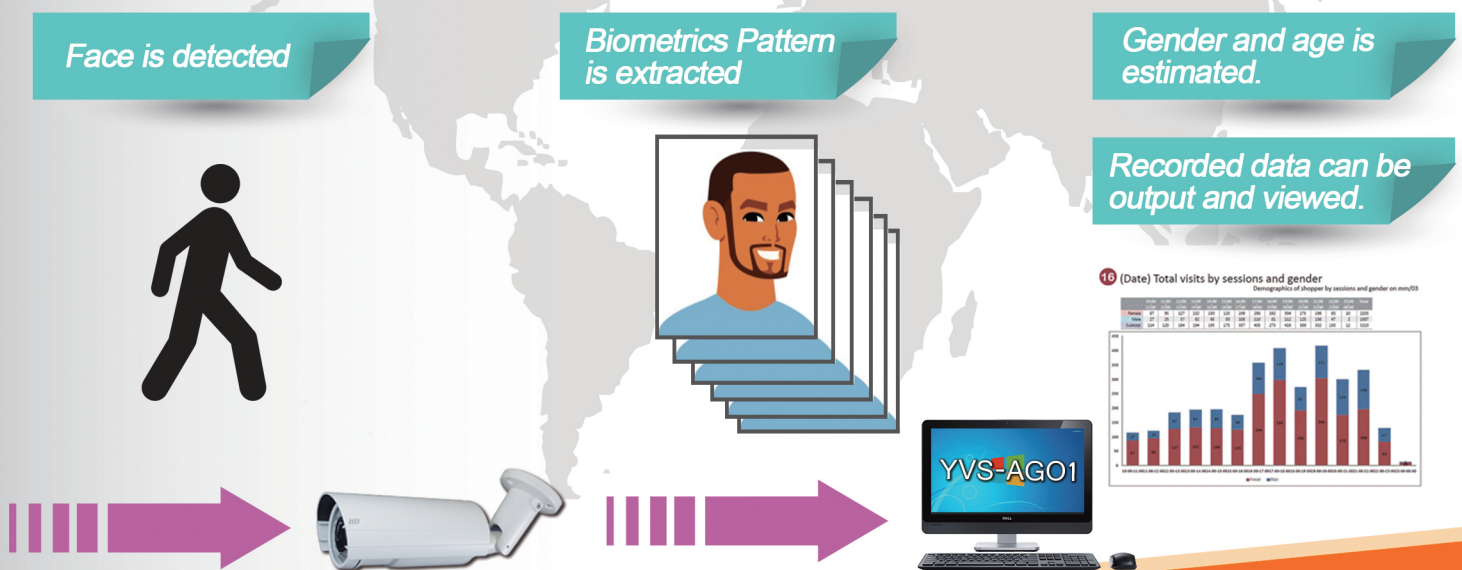
Retail surveillance solution helps to increase your revenues.

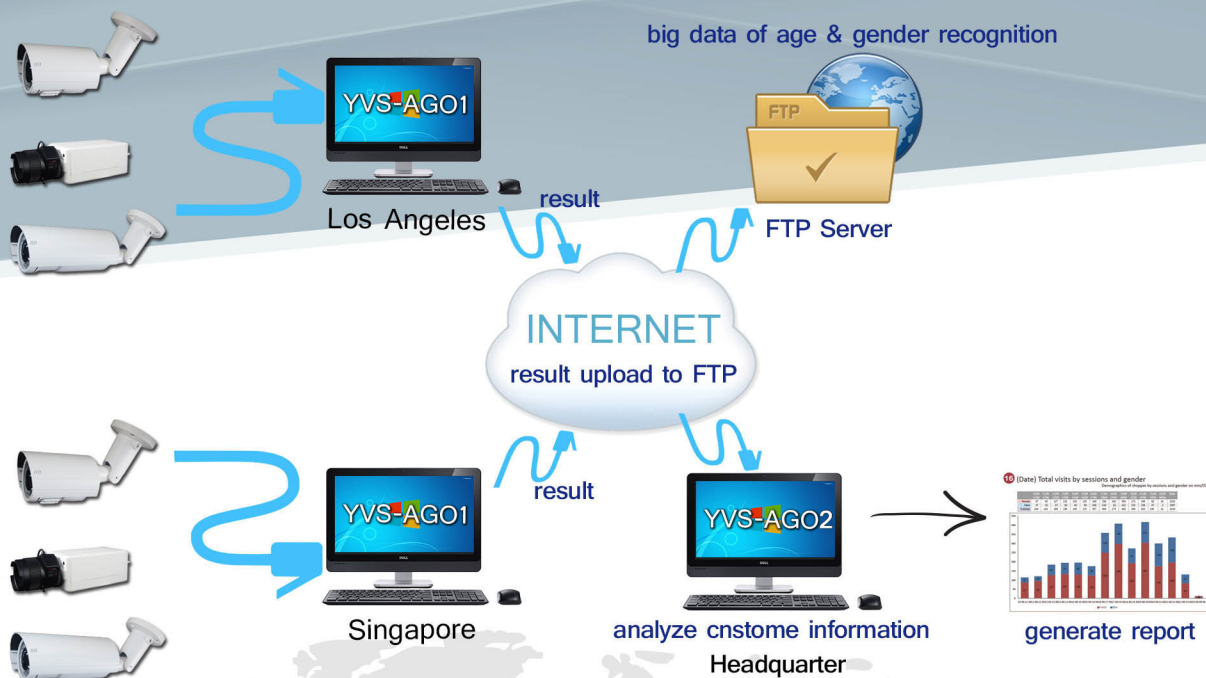


Features:

- **Data mining:** Analyze real-time customer data
- **Demographics:** Measure and segment customers by age and gender
- **Traffic:** Accurately count the number of customers.
- **Shopping time :** Measure in-store stay by tracking shopper from entrance to exit
- **Dwell time :** Measure effectiveness of sales clerk and promotions by length of customer dwell time in front of check-out areas and displays

How it works:





Specifications:

Features	Function	Description
Detection	Face Detection and Counting	Uses pattern detection to log and demographically segment the number of people observing visual messaging
	Age Estimation	Counts and reports the age and customer specified age ranges of detected persons
	Gender Estimation	Counts and reports the gender of detected persons.
Time and Distance	Dwell/Attention Time	Detects how long each detected viewer looks at a message.
	Viewer Distance	Detects and estimates the distance between each detected viewer and the camera
Accuracy	Indoors	70%-80% (Average)

Environment Requirements:

Lighting	Bright and even light Avoid strong back light Designed for indoor use
Face Size	60*60 pixels or above
Identification Angles	Pitch and yaw + 15 degrees in each direction from frontal position.

Recommended Hardware:

CPU	Intel® Core™ i3 2.4GHz or faster
Operating System	Windows
RAM	2GB
Available Hard Drive Space	20GB

Report Formats :

Monthly report

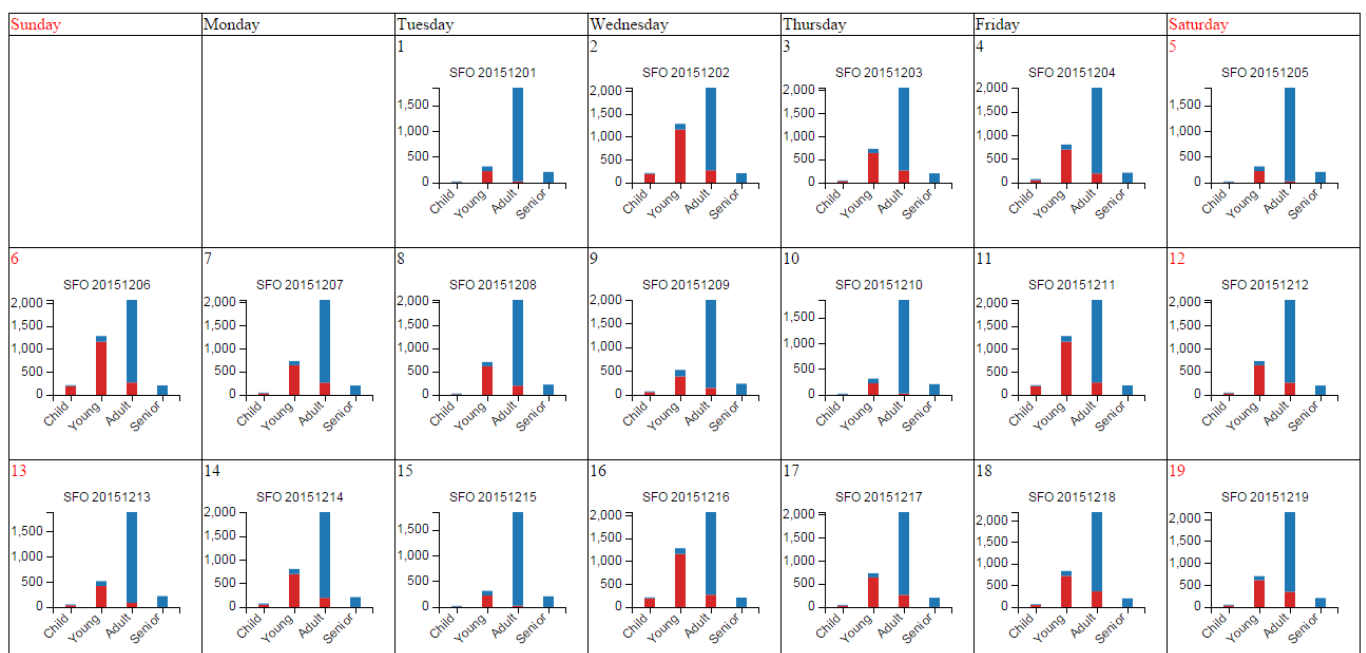
#1: Shopper demographics by age and gender.

		Month	Growth rate (%)	Last month	Month before last month
Male	Child	3	0.54	558	558
	Young	134	4.25	3152	3129
	Adult	6613	11.83	55923	54543
	Senior	901	14.00	6436	6265
	Subtotal	7651	11.58	66069	64495
Female	Child	1	0.05	1985	1985
	Young	24	0.11	21238	21231
	Adult	216	3.38	6388	6385
	Senior	18	56.25	32	32
	Subtotal	259	0.87	29643	29633
	Total	7910	8.26	95712	95712

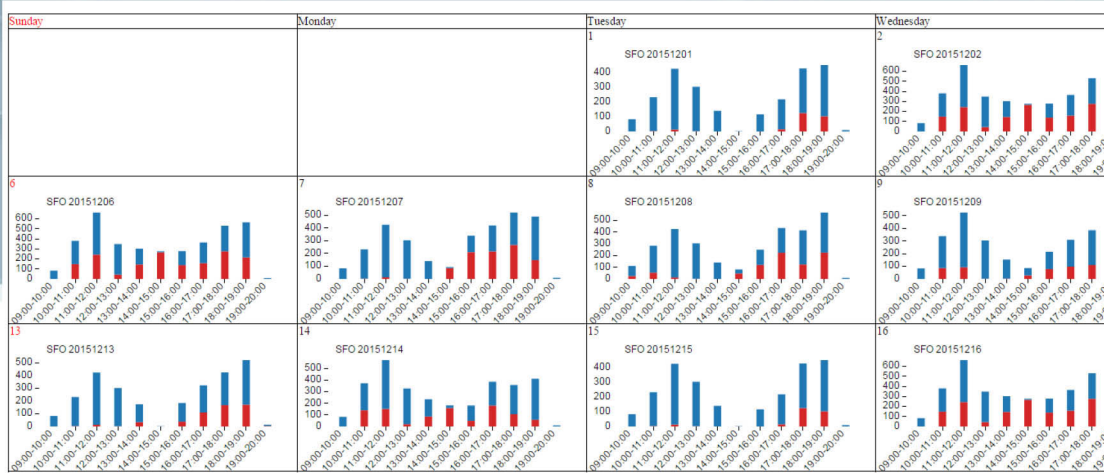
#2 :Average of visits by days of week

	Month	Growth rate (%)	Last month	Month before last month
Sunday	1551	12.98	11947	16199
Monday	2759	19.49	14158	14273
Tuesday	538	3.77	14273	14158
Wednesday	2243	13.85	16199	11947
Thursday	817	5.79	14100	12401
Friday	0	0.00	12634	12634
Saturday	2	0.02	12401	12516
Average daily	1130	8.26	95712	94128

#3: Shopper demographics by age and gender

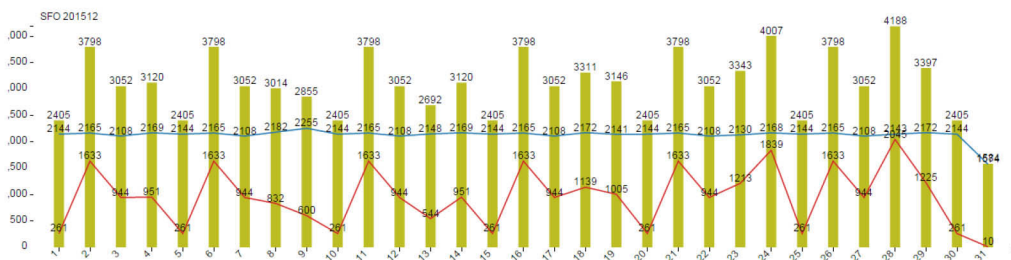


#4: Shoppe demographics of Sessions by gender



#5: Visits regression analysis by age and gender

Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Number of male	2144	2165	2108	2169	2144	2165	2108	2182	2255	2144	2165	2108	2148	2169	2144	2165	2108	2173	2141	2144	2165	2108	2130	2168	2144	2165	2108	2143	2172	2144	2174
Number of female	261	1633	944	951	261	1633	944	832	900	261	1633	944	544	951	261	1633	944	1139	1005	261	1633	944	1213	1839	261	1633	944	2045	1225	261	10
Total visits	2405	3798	3052	3120	2405	3798	3052	3014	3120	2405	3798	3052	2692	3120	2405	3798	3052	3311	3146	2405	3798	3052	3343	4007	2405	3798	3052	4188	3397	2405	1584
Male(%)	89.15%	57.00%	69.07%	69.52%	89.15%	57.00%	69.07%	72.40%	78.98%	89.15%	57.00%	69.07%	79.79%	89.15%	57.00%	69.07%	85.60%	88.05%	89.15%	57.00%	69.07%	63.72%	64.11%	89.15%	77.00%	69.07%	51.17%	63.94%	89.15%	99.37%	
Female(%)	10.85%	43.00%	30.93%	30.48%	10.85%	43.00%	30.93%	27.60%	21.02%	10.85%	43.00%	30.93%	20.21%	10.85%	43.00%	30.93%	14.40%	11.95%	10.85%	43.00%	30.93%	36.28%	35.89%	10.85%	43.00%	30.93%	48.83%	36.06%	10.85%	0.63%	



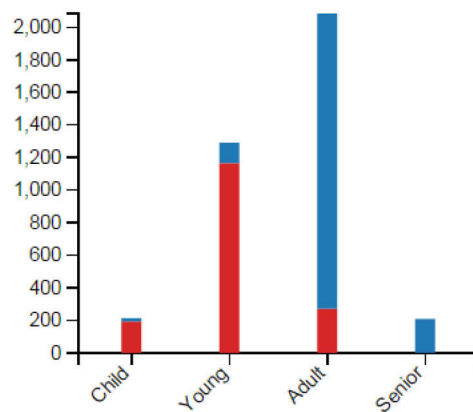
Daily report

#6: Total visits by age and gender.

Total visits

	Male	Female	Subtotal
Child	20	194	214
Young	125	1166	1291
Adult	1812	272	2084
Senior	208	1	209
Subtotal	2165	1633	3798

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#7: Total visits by sessions and gender

	09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00	18:00-19:00	19:00-20:00	total
Female	0	148	243	44	145	266	138	158	276	215	0	1633
Male	83	232	419	304	157	10	140	206	255	350	9	2165
Subtotal	83	380	662	348	302	276	278	364	531	565	9	3798

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