

\Orchestrating a brighter world

NEC

Customer insights via anonymous video analysis that
can trigger targeted digital content in real-time

NEC FieldAnalyst



nec.com.au

NEC FieldAnalyst provides the ability to make positive impressions and engagements with customers

Overview

NEC FieldAnalyst detects facial images to provide real-time customers insights into their audience across demographic classification (age and gender), people count, dwell time, and even mood.

These anonymous attributes are captured using cameras (from USB to CCTV). The system collects and processes this information for marketing analysis and / or providing a trigger for real-time effective advertising using digital signage.

FieldAnalyst can deliver the right message at the right time to the right audience. Furthermore, people count functionality assists event organisers / area managers on congestion for public safety / event planning.

The FieldAnalyst suite is comprised of three core products:

- Gate
- Signage
- Promote

Business Drivers

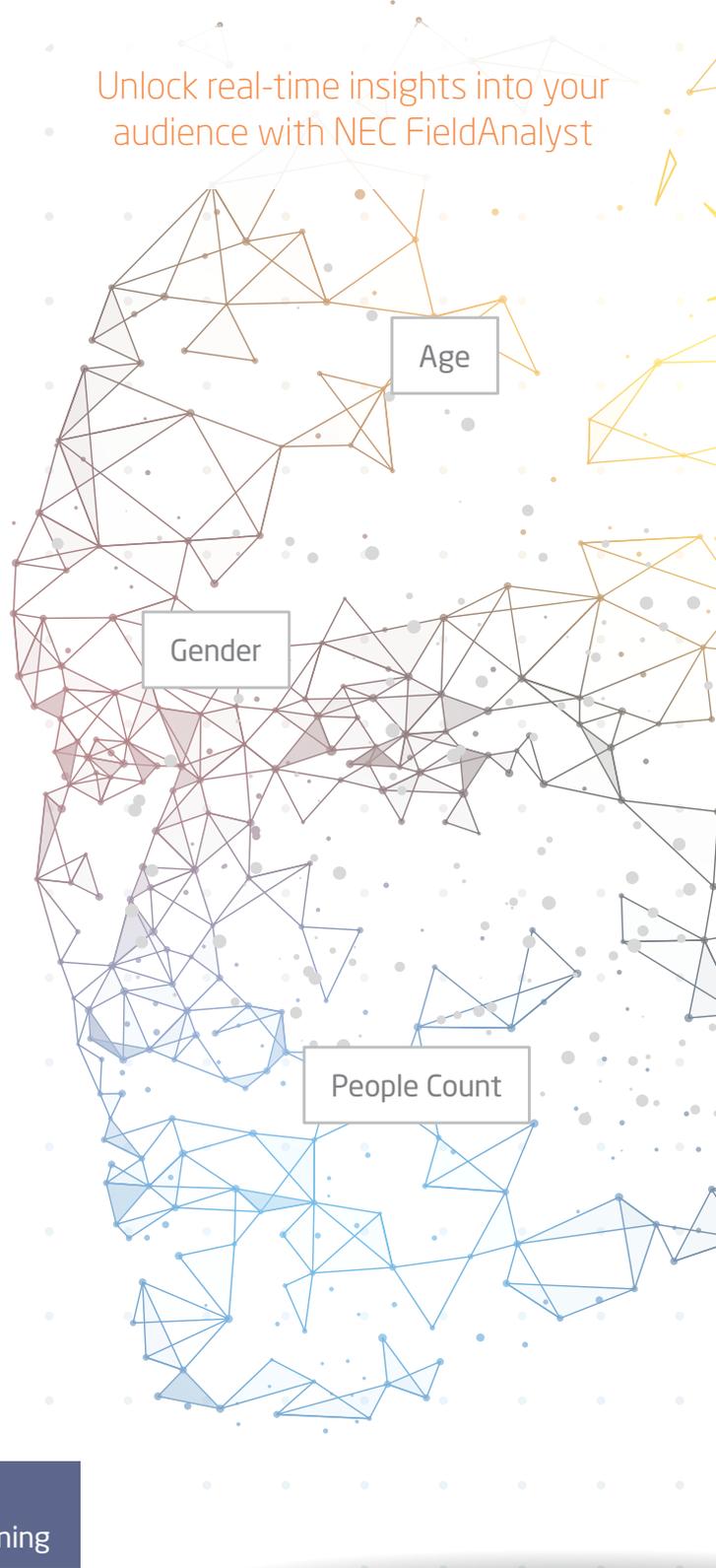
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Businesses wanting to learn more about their customer
- 

Target market more effectively and increase advertising ROI
- 

Deliver more personalised services
- 

Capture data across areas / zones to assist in management of public safety and event planning



People count functionality can assist with managing congestion to enhance public safety

Solving business problems with NEC FieldAnalyst

Effect Analysis

You can analyse the effectiveness of campaigns and advertisements to ensure your efforts are improving your revenue.

Target Analysis

Analyse which age groups are entering your stores, so you can make appropriate decisions on your marketing and business strategies.

Non-Buyer Analysis

Compare collected data with your POS system to evaluate non-purchasing customer numbers.

Entrance Traffic Analysis

Provides people counting for shopping centres or individual shop doorways.

Single Vendor

Possibility to bundle NEC's FieldAnalyst, CMS and Displays so partner / customer only has to engage with a single vendor.

Legal Compliance / Privacy

No picture is saved and only anonymous data will be stored.

Real-Time Sensing

Detection and analysis is done in real-time and therefore easy to establish a relational solution with other on-demand systems.

Uniformity & Objectivity

It is different to human analysis, as it works all time and has only one-stable eye to sense people.



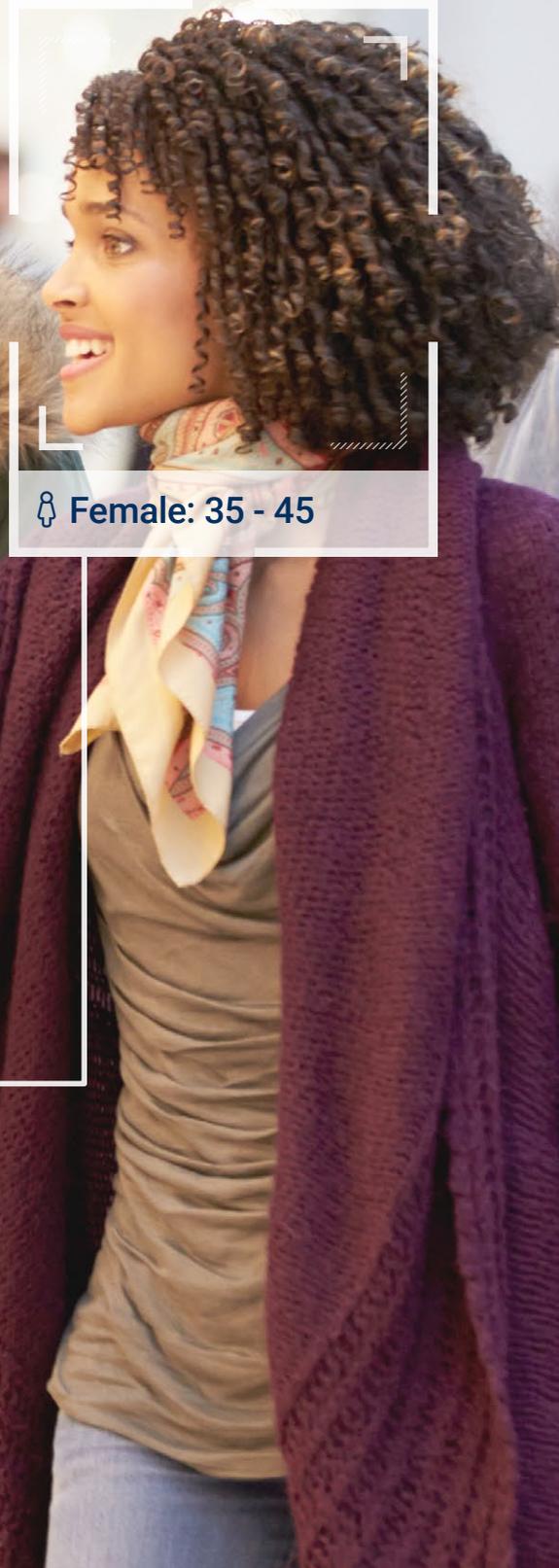
Trigger real-time advertising events using digital signage

FieldAnalyst Suite

Deliver the right message at the right time to the right audience



♂ Male: 20 - 25



♀ Female: 35 - 45

Additional Insight

Dwell: 0m 06s

Mood: Happy

Additional Insight

Dwell: 0m 07s

Mood: Excited



FieldAnalyst Gate

NEC's FieldAnalyst Gate detects human faces and automatically counts and categorises people into demographic groups such as age and gender. Best utilised at entrances, exits or passageways, it can count and collate total amounts and per attributes of people traffic.

The product has the ability to aggregate data across multiple sites to provide greater insights. Audience analytics are displayed on a simple modern dashboard, which enables users to carefully and confidently plan future events or stores.

FieldAnalyst is powered by NEC's world-leading biometric technology, however with customer privacy and security front of mind, operators can rest assured that the data is completely anonymous; it is not a facial recognition technology and doesn't actually identify anyone.

Marketing insights

Measure success of on-premise campaign or event

Plan for future events by reviewing visitor count against deemed count success criteria

Obtain and view audience analytics in real-time

Customer safety

Visitor count to provide insight on public safety across areas

Manage congestion

Anonymous video analytics

Business insights

Understand peak visitor volumes across location, day, time of day etc

Ascertain appropriate rental charges

Bundle FieldAnalyst with NEC displays for greater integration and performance

FieldAnalyst Signage

FieldAnalyst Signage captures audience demographics, dwell time and distance from a digital signage panel. The product can be utilised across various locations such as in-store, shopping centres, lifts and other public spaces.

Individual or group data can be captured and aggregated across one or more locations to provide invaluable customer insight. Audience data is displayed on a simple and modern dashboard, enabling users to plan and optimise their digital advertising activities.

Map out an individual customer's journey through the brick-and-mortar store, pinpointing walking patterns and dwell time at various locations. This information can be used to develop more targeted, impactful messages for that customer, driving purchase decisions and keeping certain products top-of-mind.

This unified holistic view can then be used to streamline and fine-tune sales floor layout, inventory, shelf displays, approaches by customer service representatives, and many other aspects of each micro-moment of interaction.

Marketing insights

Success of on-premise campaign / attracted audience etc

Effective Return on Investment (ROI) analysis

Map out the customer journey

Capture individual and / or crowd / group data

Business insights

Meaningful audience data for better informed decision making

Non-buyer analysis - how many people enter your store and don't purchase?

Assist staff with better understanding their customers

FieldAnalyst Promote

FieldAnalyst Promote enables businesses to position their product or services directly to their target audience by serving specific digital media based on captured demographic data.

The package includes software to capture and view age, gender and dwell time via a user-friendly dashboard, digital media trigger based on pre-defined business rules, and presentation through a basic Content Management System (CMS).

FieldAnalyst Promote can enable businesses to A / B test all points of interaction as easily as if they were online ads. And most importantly, help retailers deliver memorable personalised shopping experiences that can drive impulse purchases and build long-term brand loyalty.

For operators wanting to experience the benefits of FieldAnalyst Promote and leverage their existing CMS investment; contact NEC to learn if integration with your current solution is possible.

Customer engagement

Deliver the right message to the right audience at the right time

Build brand / customer loyalty

Customers spend more time in-store

Provide some wow-factor in a retail environment

Business improvement

Greater return on marketing investment (ROI)

Measure success of on-premise campaigns or promotions

Control the content of in-store digital signage displays

Audience insight via real-time statistics



Detect



Male 25-35



Process data



Media trigger



Display
male 25-35
content

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