

# Quividi

PLUG INTO YOUR AUDIENCE

Digital Signage Analytics & Interactivity

# GLOBALY RECOGNIZED LEADER

Quividi is the world's leading provider of digital signage analytics and interactivity using computer vision technology

11+

YEARS

600+

CUSTOMERS  
TO THIS DATE

70+

COUNTRIES

1B+

MONTHLY  
AUDIENCE

Clear Channel

ExterionMedia

PATTISON ONESTOP

CARDTRONICS

SCENTRE  
GROUP

Westfield

SIMON

OCEAN

GRANDI  
STAZIONI  
RETAIL

ELEMEDIA

oh!

CINEPLEX

Coca-Cola

VMO

PIKASSO

ELAN

ermedio  
comunicación digital

Pilotv  
前線媒體

Harrods

HSBC

Santander

Q

# A CAMERA ON EVERY SCREEN

Quividi's audience data makes digital signage smarter by making it audience-aware

## MEASUREMENT & ANALYTICS

Quividi measures the actual audience which means it detects those looking at the screen, and furthermore it measures those looking at the screen during the playback of a particular content.

## ANONYMIZATION & PRIVACY

Quividi is a privacy-first solution which has as one of its core design tenants the protection of personal privacy for those it measures.



## AUTOMATION & PROGRAMMATIC

Quividi's audience data can be plugged into a variety of systems for the purposes of automation. This has particular use in digital out-of-home advertising to automate the sales of media through programmatic channels.

## INTERACTIVITY & INTELLIGENCE

Quividi's real-time data can be used to create digital signage apps and content that react and adapt automatically to their audience.



# PRIVACY-FIRST

Quividi has a decade-long track record of strict personal privacy protection around the globe



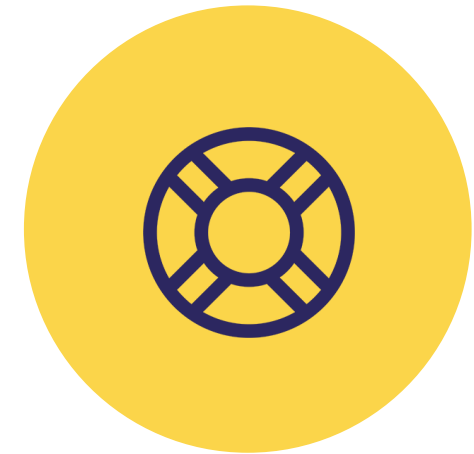
## ANONYMIZED

Quividi is built with privacy-by-design. Quividi does not record or transmit any images and performs strict anonymization of its data.



## SECURED

Quividi relies on the most secure cryptography and proactively follows security best practices.



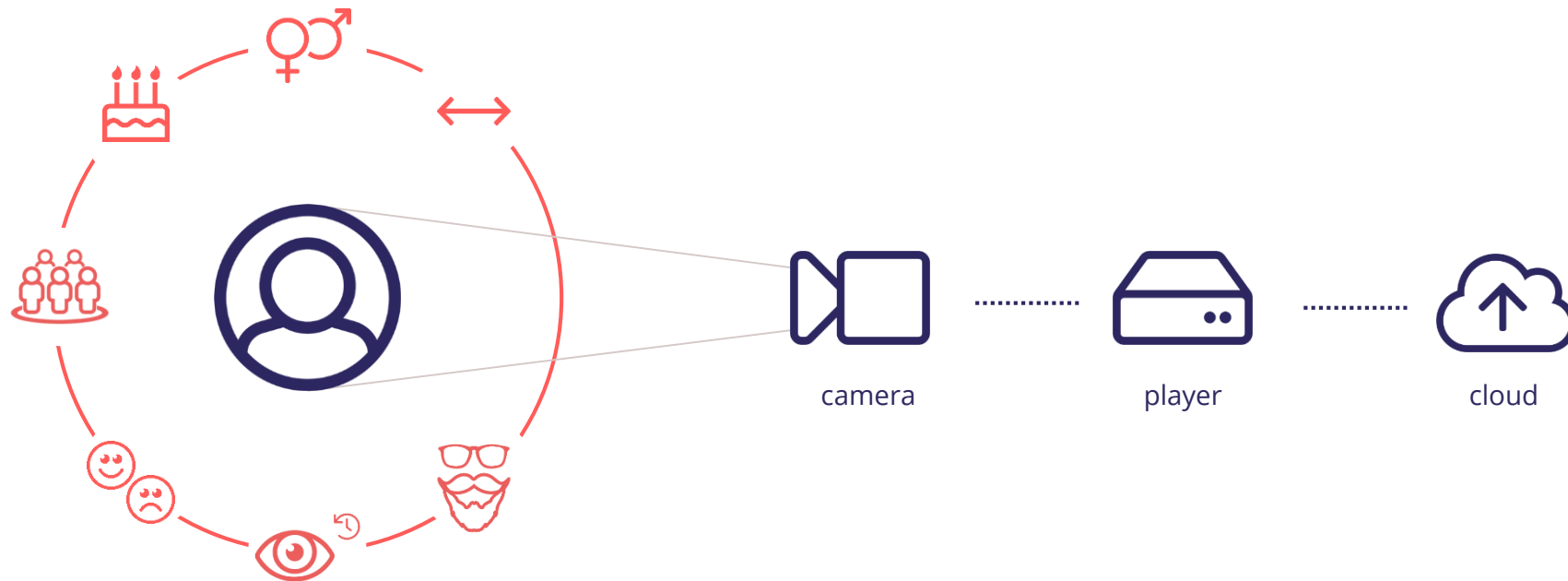
## SUPPORTED

Quividi has unparalleled experience with privacy regulators and helps its customers when incidents arise.



# HOW DOES IT WORK

It is as simple as that : a player, a camera, our software



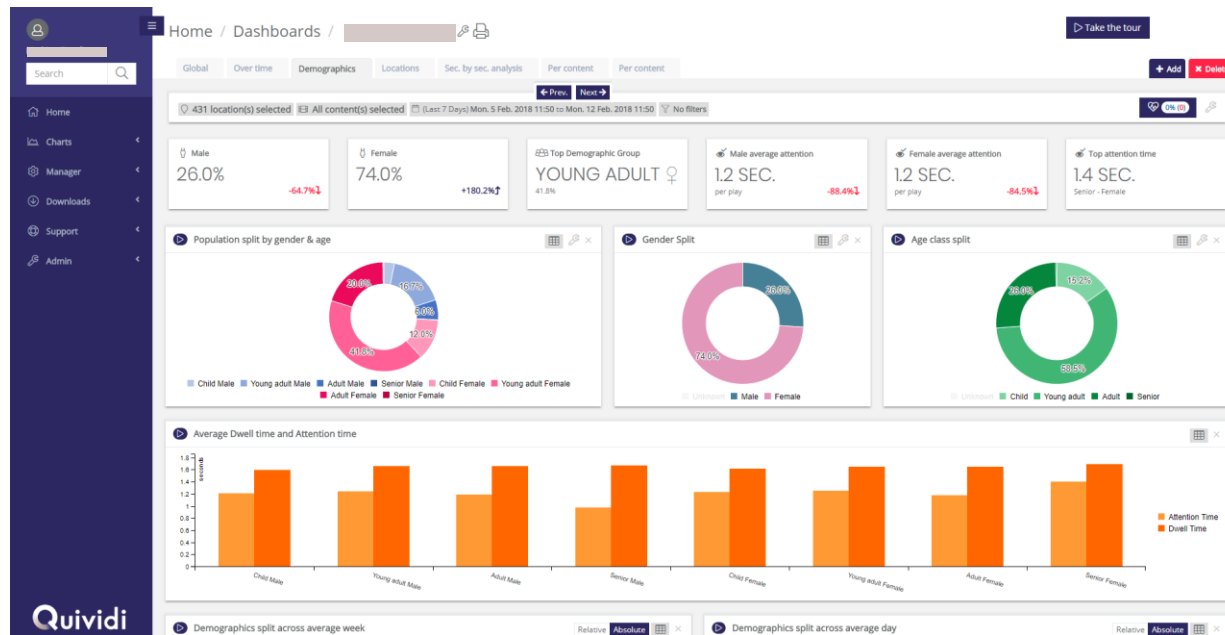
Our solution is integrated with all major Content Management Software services



# DIGITAL SIGNAGE ANALYTICS

Measure your screen's actual audience – quantitatively and qualitatively

## POWERFUL DASHBOARDS



## DATA SEGMENTATION



Location & time based analytics



Screen analytics



Content specific analytics



# DIGITAL SIGNAGE INTERACTIVITY

Use real-time data in digital signage content to make it more engaging and effective

## TARGETED

Adapt content to the audience in real-time; for example playing one message if it is mostly men and another if it is mostly women.

- ✔ Group size
- ✔ Gender (male/female)
- ✔ Age (class/exact\*)
- ✔ Facial features\* (moustache, beard, glasses)
- ✔ Mood\* (happy..unhappy)

\* Requires VidiReports Expert

## INTERACTIVE

Content can change and react to the audience in real-time; for example the model in an ad can wink to someone that smiles at the ad.

- ✔ Approach (distance)
- ✔ Attention (sequential storytelling)
- ✔ Smile or frown to activate or vote
- ✔ Head nod (yes) or shake (no) to activate or vote
- ✔ Augmented reality using camera feed

## INTELLIGENT

Content can automatically build itself an optimize for an objective; for example maximizing attention

- ✔ Automatic assembly of ads from pre-programmed parts
- ✔ Measures results of various combinations
- ✔ Automatically optimizes future assembly based on:
  - Most attention
  - Most happiness
  - Voting (smiling/nodding)

> [CLICK HERE TO CHECK OUR SOLUTIONS SPOTLIGHT WEBPAGE](#) <





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