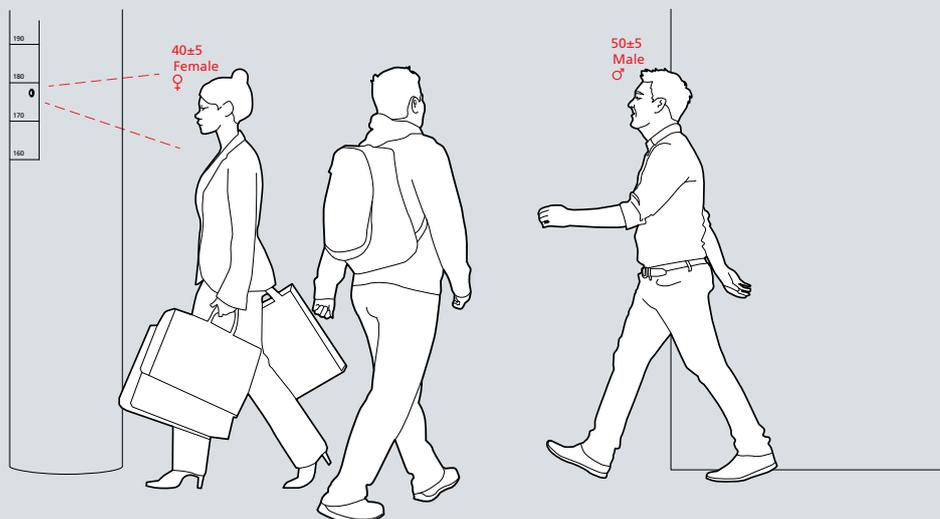


Cognimatics® is the global leader in embedded video analytics. The company offers effective and innovative imaging products for the retail and transportation sectors.

# COGNIMATICS

When an image is not just an image

## TrueView Demographics®



**IN TODAY'S COMPETITIVE RETAIL ENVIRONMENT**, it is not enough to offer high quality service or goods, or to create well-organized promotional campaigns. To really be successful and gain that competitive advantage it is crucial to learn and comprehend the driving force behind changing market realities: the behavior of customers.

**BASED ON COGNIMATICS' LEADING TECHNOLOGY** for video analytics, TrueView Demographics® offers cost efficient, scalable, and easy-to-install video analytics for automatic gender and age detection. It is a powerful stand-alone retail analytics application embedded directly in standard network cameras, allowing users to leverage on existing IP networks. All video analytics is done locally on the camera dramatically reducing Ethernet bandwidth requirements. The complete solution is easily installed in an existing local area network and configuration can be done at any physical location using a standard web based interface.



## BENEFITS FROM DEMOGRAPHICS ANALYTICS

Use your precise knowledge about customer traffic statistics to increase the performance of your business:

- Compare gender and age statistics between stores throughout an entire chain.
- Cross data with visitor traffic and POS data to gain insights about customer behavior.
- Follow up and optimize marketing campaigns, including digital signage.
- Plan for staff levels and staff demographics.
- Reduce cost base, increase sales and improve the customer experience.



AXIS F41, with sensor unit F1015 and deployed with TrueView Demographics® offers an unmatched standalone solution, not requiring a PC for demographics analytics.



TrueView Demographics® generates statistics on the store visitors. It obtains the absolute values of male to female visitors and age.



View demographics statistics directly in the unit by pointing your web browser to its URL

## REPORTING

TrueView Demographics® generates statistics about the store visitors. It obtains absolute numbers of male and female visitors with age, enabling analysis of data for specific time periods and to compare data over time.

Data is updated in real time by logging into the camera via your web browser. It does not require any additional hardware. With the additional software packages also available within the TrueView-suite® you get access to powerful statistics tools to suit your information need and who work seamlessly with TrueView Demographics®. It helps you analyze gender and age data, manage multi-site demographics analytics and export data to compare with

- POS data,
- daily weather conditions and
- marketing statistics etc.

All this will provide amazing opportunities for retailers to understand and analyze purchasing habits and general customer behavior.

## SYSTEM OVERVIEW

TrueView Demographics® is an automated stand-alone demographics (age and gender) analytics system, that is powered by Cognimatics' leading video analytics software. The unit is typically installed at the entrance of a facility facing inwards to avoid backlight from sun. The unit generates statistics on the visitor number of males and females and their age. For privacy the unit can be set in anonymous mode so that no video ever leaves the camera, effectively transforming the camera into a privacy safe sensor.

TrueView Demographics® runs directly on your network camera, and data can be retrieved for analysis on timed intervals. The software is modular and completely autonomous with all analytics done on the camera's CPU, requiring no dedicated PC. Manage, analyze and view data from any number of units and from multiple sites, using any of the additional software packages also available within the TrueView-suite®.

## FEATURES

- Automated system, operated in real time, fully embedded into standard network cameras.
- Privacy secure.
- Access privileges.
- Easy parameter backup.
- Maintain your unit remotely over IP, set and monitor parameters, download or stream video.

- Seamless integration with TrueView-suite® reporting applications.
- Accurate analytics even under high density conditions.
- Leading digital image processing minimizes shadow and reflection problems.
- Open protocol lets you integrate with data from POS and other systems.

## SPECIFICATIONS

- Fully embedded.
- Mounting: Depending on installation and camera. Minimum 50 pixels face width.
- Default operation mode is full HD (1920x1080).
- Supported camera models: For the latest information and advice regarding camera models please visit our website.

## CONTACT INFORMATION

**COGNIMATICS AB**  
Phone: +46 46 286 31 20  
Fax: +46 46 12 98 79  
info@cognimatics.com  
www.cognimatics.com

## ABOUT COGNIMATICS

Cognimatics, the leader in Cognitive Vision, has its roots at the Mathematical Department at Lund University, Sweden. With a team of world leading researchers from the field of Video Analytics, Cognimatics' technology rests on a sound scientific foundation.

## COMPANY MISSION

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

## VIDEO ANALYTICS

Video analytics is a field of research, where the goal is to teach computers to interpret image streams intelligently like humans do. Cognimatics, the global leader in embedded video analytics, is dedicated to providing efficient and innovative imaging products the retail and transportation sectors.

[www.cognimatics.com](http://www.cognimatics.com)