



**SEEMATRIX**

**AUDIENCE ANALYTICS FOR  
DIGITAL SIGNAGE AND RETAIL**



**ANALYZE EFFICIENCY  
IN REAL TIME**  
AND GROW YOUR BUSINESS FASTER

## PRODUCT OVERVIEW

Seemetrix is a web-based analytics service that provides digital signage content distributors and retailers with insight into advertising consumption and consumer behavior. By collecting anonymous audience data (gender, age group and attention time) from digital signage, advertising effectiveness can be easily analyzed using descriptive diagrams and graphs from the statistics dashboard in your personal account.

### Product Features:

- Real time trigger capability (requires CMS integration)
- Complete respect for individual privacy. 100% anonymous collected data
- Supports standard webcam
- Versions for Android, Linux
- Cloud service
- Effortless integration

### Minimal system requirements:

- Linux/Android (4.0 or higher)
- CPU: quadcore A9/ dualcore A15
- RAM: 1 GB



## SEEMETRIX FOR DIGITAL SIGNAGE

Increase the efficiency of advertising on any DS screen by collecting key information about viewers: number of viewers, their gender and age group, attention time. Make each ad personal by showing targeted commercials. Check the statistics online anytime and anywhere you need it.



Know how many people view the ad



Know their gender and age group



Show targeted ads in real time



Analyze statistics in real time

- FEMALE  
- ADULT  
- ATTENTIVE: 4 SEC

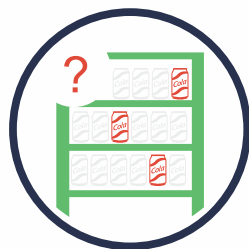
**FIND OUT WHO ARE  
YOUR CUSTOMERS**  
WITH SEEMETRIX FOR RETAIL

## SEEMETRIX FOR RETAIL

Organize your store in the most effective way. Spot the busiest areas, analyze foot traffic and customer demographics throughout the day, find out customers' preferred routes and products and use this knowledge to grow your business.



Measure customers traffic and know their age and gender



Optimize product merchandising by analyzing customer behaviour



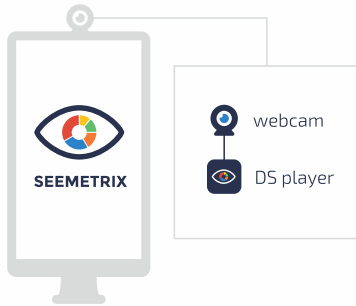
Target product advertising



Measure the interest to specific objects and goods

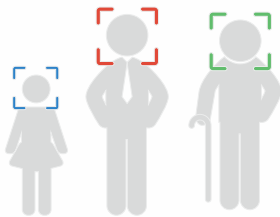
# HOW SEEMETRIX WORKS

1.



The Seemetrix app can be installed at the necessary Android/Linux DS screen or media player with connected HD web cam (or you can use built in camera).

2.



In less than a second Seemetrix proprietary software determines and tracks every person looking at the screen estimating their age, gender and viewing time with complete respect for individual privacy.

3.



The collected data is then sent to the server in real time. Statistics are available online 24/7.



## CONTACTS

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