



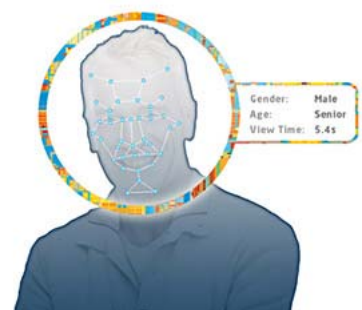
# Intelligent Digital Signage with Audience Analytics

Using Anonymous Video Analytics (AVA) technology to refine the advertisement effectiveness



## What is AVA Solution?

Anonymous Video Analytics (AVA) technology provides a way to obtain detailed, cost-effective audience impression metrics. With AVA, a sensor attached to a digital sign sends data to face detection software which logs how long the individual viewed the sign and also classifies the viewer by age, gender, etc. AVA is completely anonymous—no images or video are recorded, and no personally identifiable information is ever collected—only statistical audience data is logged.

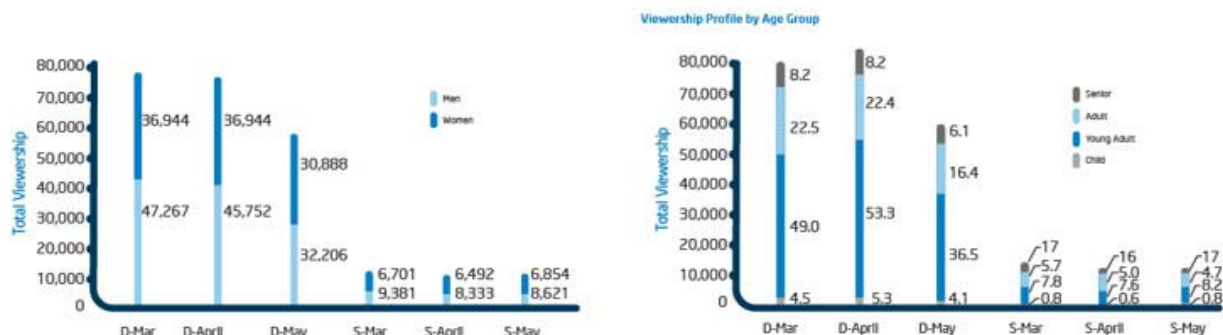


## What you can do with AVA ?

**AVA is a reliable and accurate audience measurement system, proving effective in:**

- Measuring the total viewing audience
- Measuring the differential in viewership between static and dynamic signs
- Measuring the differential in viewership by gender, age and time-of-day
- Identifying day-to-day variances in viewership
- Correlating viewership with point-of-sale activity
- Providing data that supports emerging standards for audience impression metrics that can be used in establishing the cost of advertising

**AVA is now included in Intel Retail Client Manager (RCM) software**



## How it works (Intel RCM with AVA+ ViewSonic commercial display)



## About Intel® Retail Client Manager (Intel® RCM)

Intel® Retail Client Manager (Intel® RCM) is the intelligent software solution that enables you to deliver digital content to every screen with greater impact, when and where it matters most. Improve the effectiveness of ad campaigns through audience analytics. Remotely manage your marketing campaign in near real-time.



## Recommended Commercial Display

- ViewSonic CDE commercial LED display (16/7 operation)



### CDE3200-L

The ViewSonic CDE3200-L 32" (32" viewable) commercial LED display features 1920...

[Learn More](#)



### CDE4200-L

The ViewSonic CDE4200-L is the ideal display solution for business, hotel, and hospitality environ...

[Learn More](#)



### CDE4600-L

The ViewSonic CDE4600-L is a 46" commercial LED display with a 19.5mm narrow-bezel design. Featuri...

[Learn More](#)

- ViewSonic CDP commercial LED display (24/7 operation)



### CDP4260-L

The ViewSonic CDP4260-L is a 42" (42" viewable) commercial LED display designed for use 24 hours a...

[Learn More](#)



### CDP4260-TL

The ViewSonic CDP4260-TL is a 42" commercial LED display designed for use 24 hours a day, 7 days a week...

[Learn More](#)



### CDP4262-L

The ViewSonic CDP4262-L is a 42" high-performance, professional-grade commercial LED display ...

[Learn More](#)



### CDP5560-L

The ViewSonic CDP5560-L is a 55" (55" viewable) commercial LED display designed for use 24 hours a day, ...

[Learn More](#)



### CDP5560-TL

The ViewSonic CDP5560-TL is a 55" commercial LED display designed for use 24 hours a day, 7 days a week...

[Learn More](#)



### CDP5562-L

The ViewSonic CDP5562-L is a 55" high-performance, professional-grade commercial LED display with 700-nit ...

[Learn More](#)