MALE | 37
Happy, looking right

YOUR PERSONALIZED OFFER:

Blue Shirt
49$

Intelligent Digital Signage Solutions

We know who is looking at your screen

Ultinous' easy-to-integrate real-time video analytics makes your digital signage solution **smart, professional** and **measurable**

Retailers with in-store digital signage solutions

Use your in-store displays to increase cross and upsell opportunities by offering personalised products to every customer entering your store.
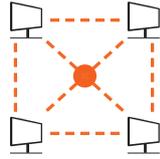
Digital signage network owners

Offer Personalised Content Management and Advanced Viewer Insights or upsell your services with our Conversion Rate Measurement option.
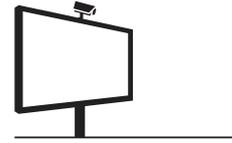
Billboard operators

Select content to show based on the profile and behaviour of your billboard' real-time audience.

Services for Digital Signage

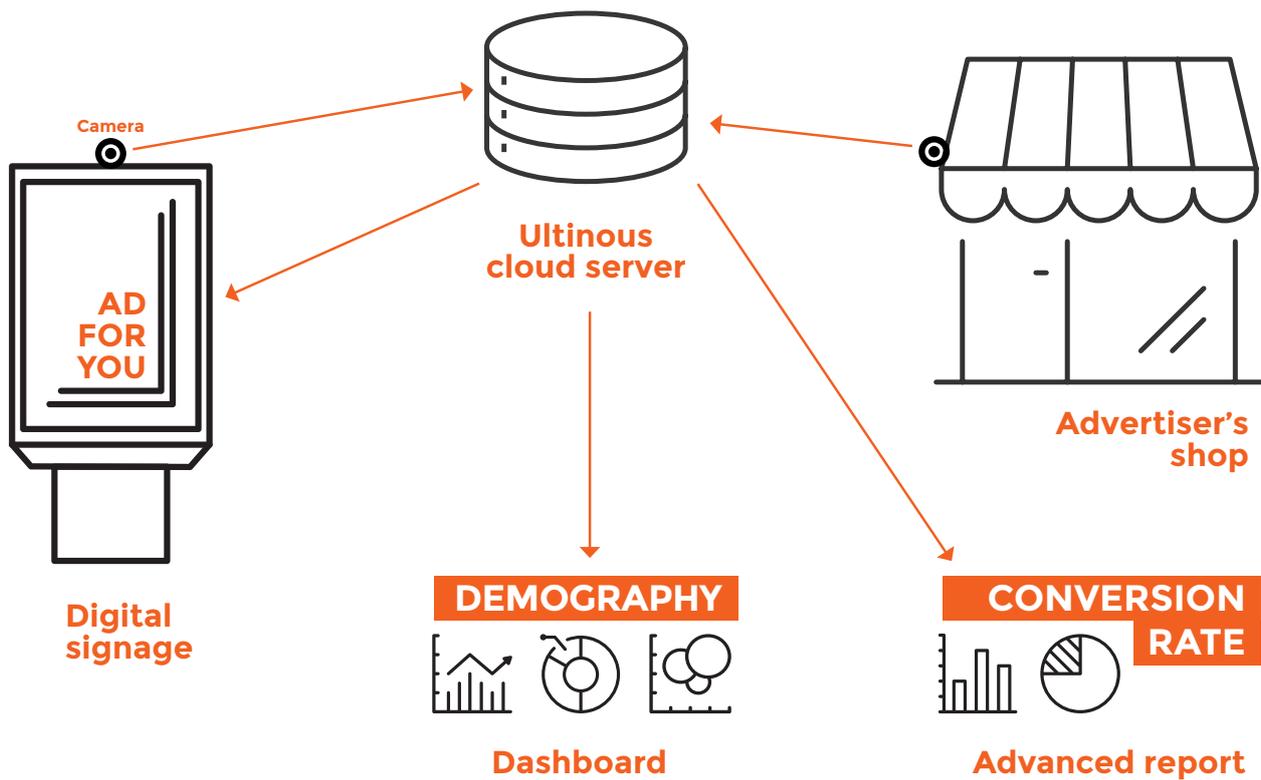|	Service	Description
	Message Reach	People counting using Region of Interest.
	Impression rate	People watching the message (head pose detection).
	Advanced viewer insight	Age, Gender and Emotion detection.
	Attention time	Time people watched the displayed message.
	Retention rate	Attention time compared to the total length of message display time.
	Personalised Content Management	Trigger content based on viewer insights and A/B test your messages.
	Conversion Rate Measurement	Measure ROI/conversion rate with viewer re-identification in the shop.
	GDPR friendly	By using numeric vectors in real-time, no photos or videos are taken or saved. Therefore, no infringement of privacy occurs.

Camera

AD FOR YOU

Digital signage

Ultinous cloud server

Advertiser's shop

DEMOGRAPHY

Dashboard

CONVERSION RATE

Advanced report

Leading solutions from Ultinous

Viewer Insights
Measuring effectiveness

Digital signage solutions are great tools to implement 1on1 type Point of Sales communication in a cost-effective way. But how do you know if the messages are working; who is viewing them, what's their reaction and for how long they watched? Video analytics software is a tool for retailers to analyse consumer behaviour of people watching their digital signage. The software anonymously measures the number of consumers, and their attention span while they are in front of a digital sign.

Personalised message
Improve effectiveness

As by all 1on1 communication, the key success factor is how personalised your message can be. To get the most out of your digital signage solution, you should know who is watching it at a certain moment and target the appropriate message to the right people at the right time. The software senses a customer approaching a display, determines their gender and approximate age, and conveys the appropriate and tailored message.

Digital Signage

contact:

For more information, please visit **www.ultinous.com** or send us a message at **business@ultinous.com**