

Audience Measurement for Smaller Digital Displays, Kiosks & Interactive Screens

The use of smaller digital screens in public places such as stores, malls and gas stations has become increasingly popular. Retailers and advertisers position small LCD screens adjacent to product displays with the objective of attracting attention and informing shoppers of the benefits and qualities of the displayed brand. Digital screens are also mounted at checkout lines, placed in customer waiting areas and installed in interactive mechanisms such as kiosks, gas pumps, and ATMs enabling retailers and advertisers to deliver targeted messages to a captive audience. The ability to measure these screens would help advertisers to evaluate advertising effectiveness and maximize advertising value.

TruMedia's iCapture™ Mini is an out-of-home audience measurement solution for smaller screens and screens located where the audience is most likely to be watching from closer proximity or within a narrower field of view. Retailers and advertisers can now measure how many people watched these screens, how long they looked, what ads they were exposed to and the demographic make-up of the audience.

iCapture Mini enables retailers to:

- Measure the effectiveness of smaller digital displays
- Make educated decisions regarding optimal advertising content
- Adapt content in real-time based on audience demographics

How iCapture Mini Works

iCapture Mini generates viewer data for small digital displays by analyzing facial images of people watching the displays. It automatically detects and tracks faces captured by the iCapture Mini Cam, a small wide dynamic range (WDR) camera specifically designed to capture audiences at wide angles and overcome harsh lighting conditions.

The iCapture Mini Cam connects to the iCapture SmartBox, a small embedded video processor which provides "face towards" counts, individual exposure times and other indicators for viewer engagement. iCapture SmartBox also executes advanced video classification algorithms to determine the viewer's gender and age-group.

iCapture Mini can be integrated with business applications via its Application Programming Interface (API). Specifically, iCapture PROM (PROactive Merchandising) connects with content management systems to select ads and other content based on current audience size and demographics.

iCapture Mini, like all TruMedia products, is fully respectful of the audience's privacy: no images are ever recorded, and no uniquely identifiable data is extracted.

How it Works:

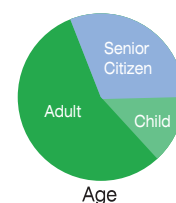
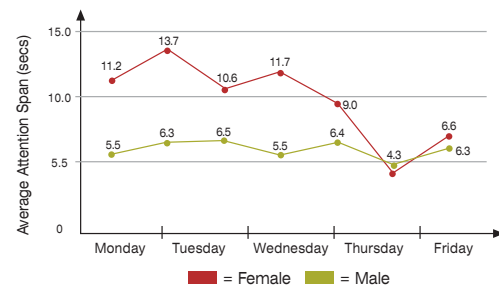
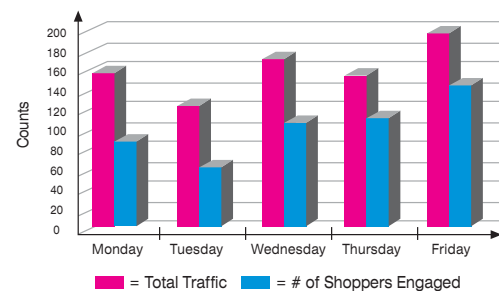


Video Stream from Cameras



Face Tracking Engine

Audience Data & Reports



Features & Benefits

Accurate Counts: iCapture Mini provides true count of impressions with accuracy that surpasses any other direct or indirect measurement technology, in a non-cooperative manner, thereby allowing advertisers to truly measure the effectiveness of their media and displays and optimize the placement of displays for maximum exposure.

Unique Impressions: iCapture Mini groups two or more impressions by the same viewer, thus providing a more robust estimate of viewers' attention.

Demographic Segmentation: iCapture Mini provides more than just viewer counts. Detailed demographics segmentation allows better media planning.

Proactive: Using iCapture PROM, audience data can be integrated with the content management system. The media player is then able to select and modify the advertisement, tailoring it to the current viewing audience.

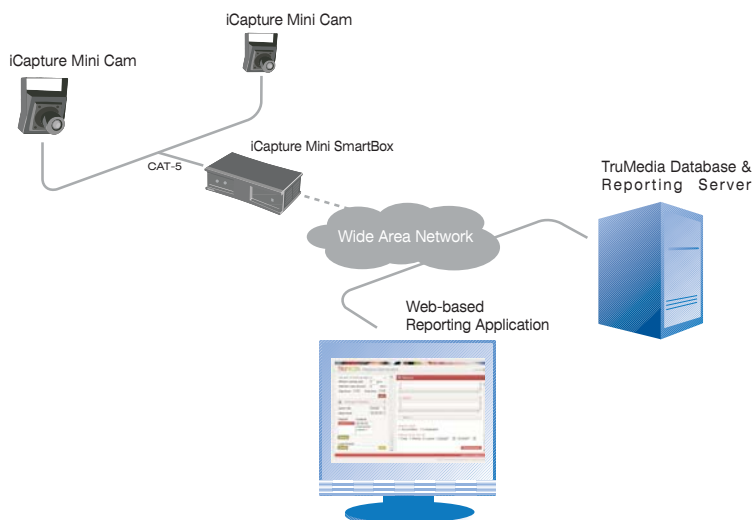
Easy Set-up & Access

iCapture SmartBox is a small video processing unit that analyzes hi-resolution video streams from one or two iCapture Mini Cams. iCapture SmartBox uses Digital Signal Processing (DSP) technology to achieve a small foot print, reduced power consumption and stability. The iCapture Mini cameras connect to the SmartBox using a Coax cable, or via a CAT-5 cable that delivers power to the camera which can be placed up to 500ft (150m) away.

Viewer data is sent over the Internet to the TruMedia Database and Reporting Server. Only one Internet connection is required per site. Users can log into the portal securely via a standard web browser and generate detailed shopper engagement reports by display, media content and time of day.

The iCapture Mini architecture is scalable, supporting a practically unlimited number of displays at multiple sites. Multiple users may access the Portal simultaneously, in order to generate, display and publish viewer reports online or receive the reports by e-mail.

iCapture Mini can be integrated with TruMedia's iTally: an Opportunity To See (OTS) video-based people counter. The embedded iTally processor connects to an overhead video camera to measure bidirectional pedestrian traffic that can be combined with iCapture viewer counts to determine shopper impact ratios.



Technical Specifications

Physical Information

- iCapture Mini Cam:
 - Dimensions: 44mm(L), 44mm(D), 25mm (H)
 - Weight : ~0.1KG
 - Video format : NTSC/PAL
 - Video Output: BNC
 - Power: 12V DC +-5%, <1.7W
 - Power & Video over CAT-5 interface
 - Temperature: -10 to 50C, 0 to 35 recommended
- iCapture Mini SmartBox (for 1 or 2 cameras):
 - Dimensions: 152mm(L), 107mm(D), 54mm (H)
 - Weight : ~0.4KG
 - Video In: 2 composite video (BNC): NTSC/PAL
 - Power: 12V DC
 - Ethernet Port (RJ45) (10/100 BASE-T)
 - 19" high-density rack option (available Sept 08)

Performance Specifications per iCapture Mini Cam

- Angular Audience Coverage: 90°
- Measurable Shopper Distance: up to 15 ft (4.5 meters)

Optional:

- Angular Audience Coverage: 120°
- Measurable Shopper Distance: up to 12 ft (3.6 meters)

Accuracy:

- Viewer Counts: ~90%
- Gender Classification: ~90%
- Age Group Classification: ~85%



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