BRINGING **IDEAS** TO LIFE

Quividi
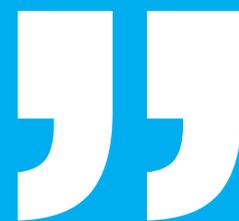
Audience measurement
platform suite

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Quividi is the global reference for excellence in computer vision and Anonymous Video Analytics (AVA) for Outdoor Advertising and digital signage. We strive to make our audience analytics and interactivity platform accurate, auditable and privacy-safe.

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THE AUDIENCE PLATFORM THAT MAKES YOU MASTER DIGITAL SIGNAGE

The Audience Measurement Platform (AMP) pioneered by Quividi since 2006 is a radical new way to assess the impact of communication on digital signage screens. When you add a camera to your digital signage display and plug your CMS into Quividi AMP, you get a whole new type of digital signage which is accountable, addressable and attributable, while fully respecting the privacy of the audience.

The set of KPIs that AMP delivers (by-passers, watchers, attention and dwell time, demographics) represents a formidable step forward for the digital signage industry: screens now have proven metrics that demonstrate the impact of the communication that they run, much like the other digital medias.

Building on top of those metrics and its architecture, and on native integration with the top industry solutions, Quividi has designed vertical solutions that address various market needs and together constitute the AMP Suite.

THE AUDIENCE MEASUREMENT PLATFORM IS THE BEDROCK OF THE AMP SUITE AND IS COMPRISED OF 2 ELEMENTS:

1

VIDIREPORTS CORE

This software offers state of the art computer vision adapted to the detection, tracking and classification of a digital signage audience. Delivered in a new "Core" version, VidiReports leverages the latest advances in convoluted neural nets to accurately yet anonymously measure the engagement of people with content running on those public screens.
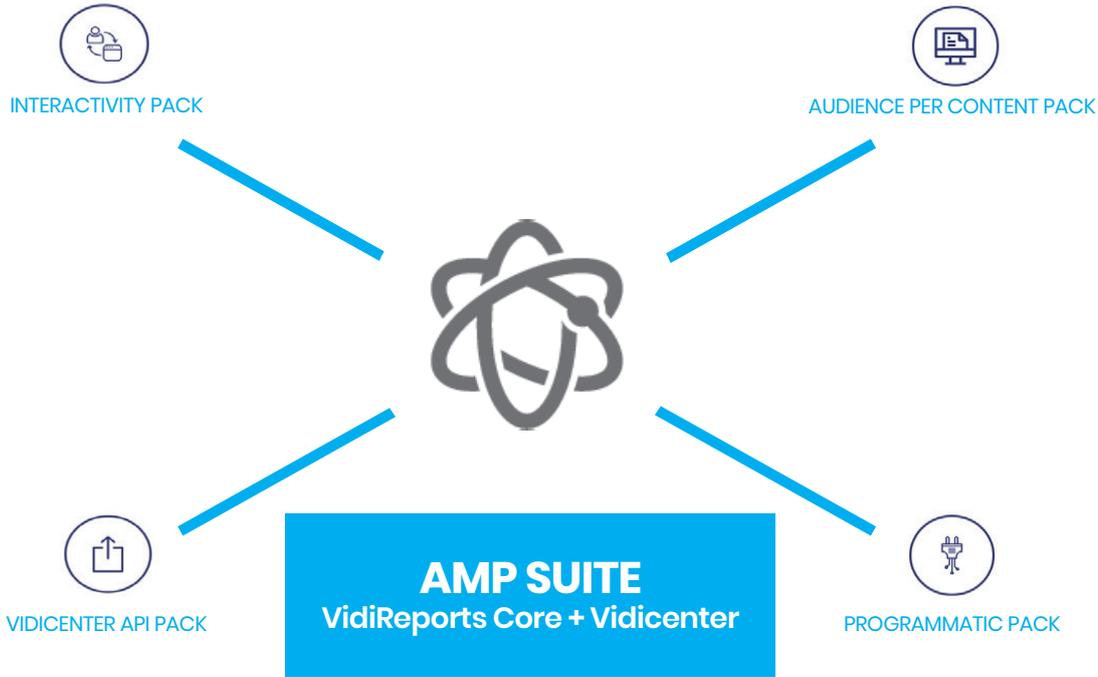
2

VIDICENTER

This online service is meant to collect the audience and monitoring information uploaded from the tens of thousands of VidiReports instances worldwide.

Through a secured login, customers can perform a series of tasks to administer their network, diagnose and fix issues, display their data in dashboards, organize data exchanges, require help, etc.local data protection agency.

FROM STRENGTH TO STRENGTH

The Digital Signage industry has been experiencing a strong growth over the last 5 years, built on the (re)discovery that this media makes it possible to deliver benefits in line with other digital media. The AMP Suite addresses business trends through a series of add-on packs that are smoothly integrated together.

INTERACTIVITY PACK

AUDIENCE PER CONTENT PACK

VIDICENTER API PACK

AMP SUITE
**VidiReports Core + Vidicenter**

PROGRAMMATIC PACK

ABOUT PRIVACY

From day one, Quividi has designed it AMP Suite on Privacy by design principles, as recognized by the ePrivacy seal. Quividi's software employs advanced facial detection software, not facial recognition technologies. It never collects any information that is uniquely associated to an individual; demographics are assessed purely from visual cues. All video processing is performed locally in real time so that no image needs to be recorded or transmitted. Quividi also actively helps its customers worldwide validate their solution with their local data protection agency.

VIDIREPORTS CORE

This computer vision software transforms video from a standard camera into high quality audience data and meta-data, which are uploaded as anonymized statistics in VidiCenter, or can be accessed via a local "final events" API.

Requiring only minimal CPU needs and an entry level webcam, VidiReports Core is a simple-to-deploy addition to the vast majority of digital signage players, under the Windows and Linux OS, running on a x86 or ARM platform. Its modular architecture makes it future-proof and easy to administer remotely from VidiCenter.
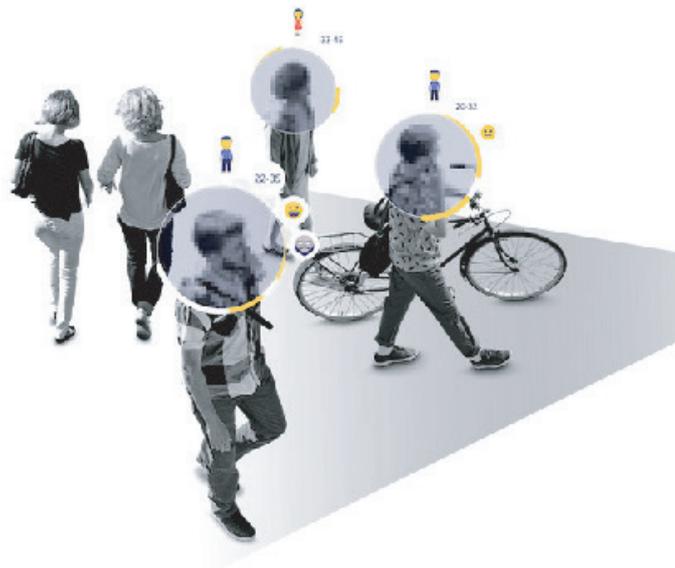
VidiReports delivers the following metrics:

TRAFFIC & WATCHERS
How much audience did you get?
- Opportunities to see actual watchers

DURATIONS
How long did people stay and watch ?
- Dwell time
- Attention time

DEMOGRAPHICS
What type of person was in the audience ?
- Gender
- Absolute age (and age class)

VIDICENTER

This Web software runs in the cloud and manages all remote VidiReports instances and their data. It comes with built in analytics dashboards and charts and operations workflow such as licensing and health monitoring.

VidiCenter is the Software that aggregates and organizes the data reported by all the VidiReports instances. This audience analytics data can be queried, organized into views, and shared securely with others. Its monitoring alerts and diagnostics empower the customer to ensure data flows uninterrupted.
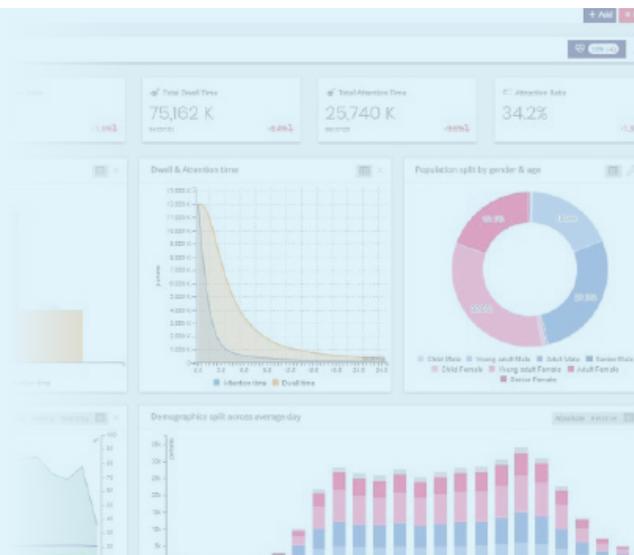
DATA ACCESS
The base contains all functionality to view the audience data generated by the VidiReports via analytics dashboards and live charts. How long did people stay and watch ?
- Global or by-location audience
- Data refreshed every 30 minutes
- CSV export

DASHBOARDS & DESIGN
Customize the charts and layout of dashboards to create custom and private dashboards for location analytics and campaign reporting.
- Upto 250 KPIs and one-click charts
- Easy global configuration
- Benchmark data series

NETWORK MANAGEMENT
Perform network management functions by organizing your network of measurement points and supervising operations.
- Remote rights management
- Taxonomy and management of sensors
- Monitoring and alerts

PLUG INTO AMP
ADD-ON PACKS
FOR BESPOKE NEEDS

INTERACTIVITY PACK

WHAT'S INCLUDED IN THE PACK?
A series of specific features added to VidiReports Core:

- ■ XYZ coordinates of each detected face
- ■ Detection of 68 points on the face (including its orientation and the head nodding)
- ■ Estimation of the mood (from very happy to very unhappy)
- ■ Detection of the main colors of the torso

The Activation of the Real-Time API in VidiReports Core. This API comes itself in various implementation modes (periodic, motion, aggregate, demo) and socket modes – please ask for the technical documentation for more info.

WHAT ARE THE BENEFITS?
- ■ Create real-time contents that make your communication become reactive of its audience
- ■ Engage your audience into more memorable and personalized experiences that can deploy at scale
- ■ Measure finely the behavior and emotions of your audience

CREATE INTERACTIVE CAMPAIGNS THAT ENGAGE WITH THE AUDIENCE
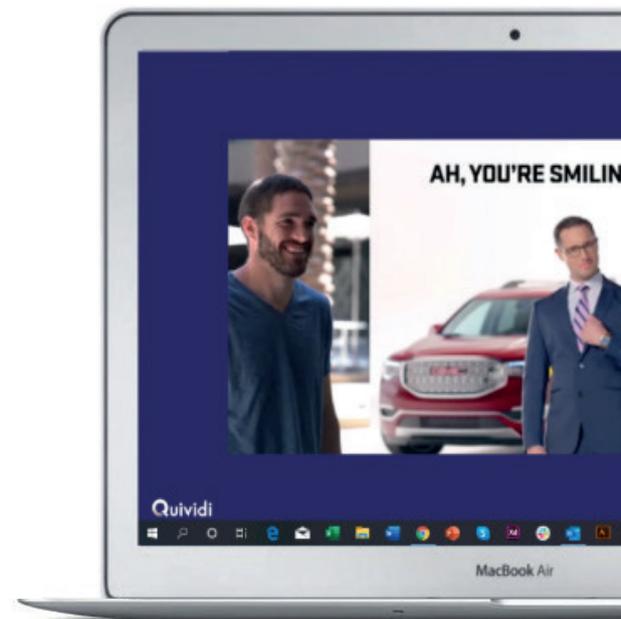
1
WHY THIS PACK ?
The Interactivity Pack increases the value of the Digital Signage by making communication more engaging and elevant to the audience.

2
WHAT ARE THE USE CASES ?
Create interactive scenarios that change depending on the number, profile and behavior of the audience.

Export your audience figures in the format you want, directly from the player.
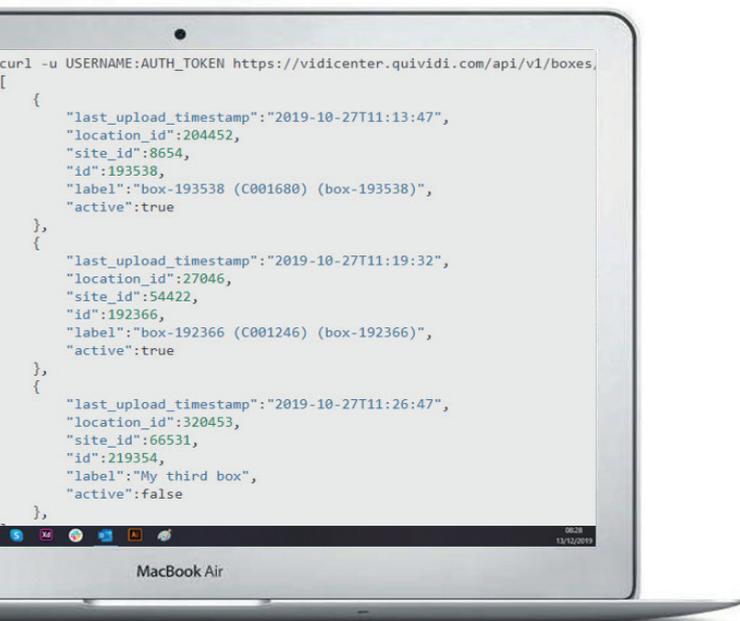
VIDICENTER API PACK

WHAT'S INCLUDED IN THE PACK?

- Watchers and OTS API: this API (previously called "Cloud API") exports audience and traffic data, at the desired granularity (from one month down to one second)
- Monitoring API: this API outputs some monitoring values (such as percentage of light, CPU usage, presence of camera, etc)

WHAT ARE THE BENEFITS?

- Let VidiCenter do the heavy lifting (data collection, agregation, monitoring) and pull a clean data stream
- Automate your export processes
- Customize your data set
- Build reactive workflows

```
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MacBook Air

> ## EXPORT DATA OUT OF VIDICENTER FOR ALL YOUR CUSTOMIZATION NEEDS

1 WHY THIS PACK ?

VidiCenter API provides acces to a series of APIs to extract audience, traffic and monitoring data and ingest it into your own system.

2 WHAT ARE THE USE CASES ?

Export audience figures for all of your screens:

- Feed your own dashboards
- Populate your own Data Management Platform
- Cross Quividi data with other data in your possession
- Export audience per content figures (requires the subscription of the Audience per Content Pack)
- Create alert workflows based on the monitoring API

AUDIENCE PER CONTENT PACK

WHAT'S INCLUDED IN THE PACK?

The access to «Audience per content» dashboards, which come with proof of play, OTS, watchers, demographics, audience over time.

THE ACTIVATION OF DEDICATED APIS:

- CMS Audience Per Content API (for each content to be associated with the right watcher)
- CMS Verification API (let this CMS create correct enriched proof of play reports on its side)
- Clip Metadata API (complete the content ID with other metadata uploaded in VidiCenter)
- Real time API (provided for the CMS that use this mode to provide audience per content)

WHAT ARE THE BENEFITS?

- Use accurate KPIs, calculated right at the player level
- Benefit from the native integration with CMS with whom Quividi shares APIs
- Get Quividi to act as a neutral 3rd party with advertisers
- Ask for viewer accounts to be assigned to 3rd parties, for them to access their report in quasi-real time

> ## DELIVER CONVINCING AUDIENCE REPORTS FOR EACH CONTENT THAT RUNS ON YOUR SCREENS

1 WHY THIS PACK ?

Audience Per Content (APC) Pack is the next frontier for Proof Of Play (PoP) reports, which it completes with solid audience data: how many watchers and Opportunities To See did a campaign get and what was the average demographic breakdown. With its native integration with dozens of CMS taking place at the player level, Quividi delivers very precise insights.

2 WHAT ARE THE USE CASES ?

- Get easy-to-read audience reports for various contents
- Deliver live reports to your stakeholders
- Alternatively, let your CMS import certified audience figures to enrich its own Proof of play reports

PROGRAMMATIC PACK

WHAT'S INCLUDED IN THE PACK?

- The generation of an «Average Unit of Audience» (AUA) file, ie the estimated potential audience of a content, broken down by demographics (gender * 7 age classes), for each screen, hour by hour for every weekday. This file is based on historical trends and is generated every month from VidiCenter.

- The access to the CMS Predictive API. With this API, the CMS can query the local instance of VidiReports for its prediction of the potential audience for the upcoming next content. The returned values are similar to the ones provided in the AUA file, but benefit from the freshness of the real-time (such a burst due to weather conditions or a holiday).

WHAT ARE THE BENEFITS?

- Deliver high fidelity predictive audience figures to the leading AdTech platforms
- Reflect the fine differences between each screen, at each hour of the week
- Start with historical data, then evolve to real time programmatic
- Ultimately, commend higher rates

" TRADE YOUR AUDIENCE AUTOMATICALLY ON PROGRAMMATIC PLATFORMS "

1 WHY THIS PACK ?

Quividi audience data is used by SSPs and DSPs as the impression multiplier needed to instantly estimate the future audience of an ad and trade on sound basis.

Because Quividi metrics are based on the most robust evidence (the detection of real watchers), they are considered one of the highest quality audience data sets around the world by the leading Adtech platforms.

2 WHAT ARE THE USE CASES ?

Trade all or part of your inventory on programmatic platforms

mediagroup

info@media-group.co.uk
digital-screens.co.uk