

BRINGING **IDEAS** TO LIFE

Shoppar[®] 

Creating a world of
**Customer Driven
Experiences**


mediagroup

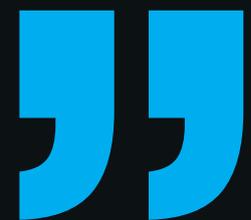
more
THAN YOU THINK





Media Group proudly provides the most robust Digital Signage Solutions in the marketplace, partnered with the world's leading AI scientists we work closely to deliver exiting innovation ensuring an enhanced customer experience.

Our retail clients benefit from mapping the customer journey and the considerable benefits that Digital Signage delivers.



mediadigital
BRINGING IDEAS TO LIFE



CONTENTS

AUDIENCE ANALYTICS	06
AUDIENCE DRIVEN CONTENT	08
INTERACTIVE DIGITAL CONTENT	10
AiCE HARDWARE	12
CLIENTS	14



AUDIENCE ANALYTICS



AUDIENCE ANALYTICS

GDPR and data privacy compliant software is the foundation of everything Shoppar does. Data is delivered in an accessible and easy to understand format.

Depending on requirements, the data can be accessed in Shoppar's data dashboards or integrated using API's. Shoppar® AiCE is a versatile smart device which employs a range of customisable sensors to collect data metrics, both related to a physical space and its audience. Our hardware delivers usable data, improves campaign delivery on digital screens and optimises physical environments, all in real-time, at an affordable price, with zero latency.

SENSORS AND DATA COLLECTED:

COMPUTER VISION:

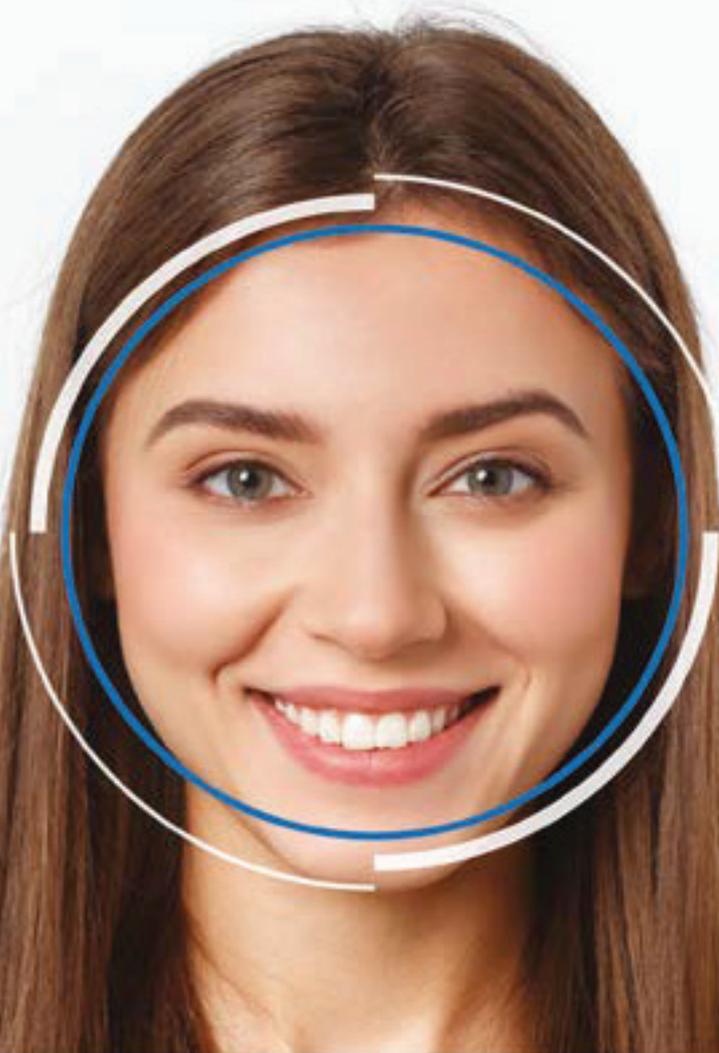
- Age
- Gender
- Mood
- Attention Span

ToF SENSOR:

- Customer Journey
- Gesture recognition

mmWAVE RADAR:

- Advanced 3D Environment Mapping
- Advanced Human Motion Tracking
- Advanced Biometrics



Age:	20 - 29
Gender:	Female
Mood:	Happy
Attention Span:	2.01 - 5.46 Seconds

AUDIENCE DRIVEN CONTENT



AUDIENCE DRIVEN CONTENT

Static content on digital screens has long been the standard, delivering messages that are broadcast with the hope they engage some of the audience. Shoppar has developed ground-breaking software that enables digital screens to become far more engaging by utilizing audience data, mixed with artificial intelligence, to generate tailored digital content in real-time.

This customisation of digital content live has never been previously possible and our research shows this has a significant impact on message delivery.

DIGITAL CONTENT OPTIMISATION

Marketing campaigns are created long before they are launched and testing is a complicated process. Eye-tracking and audience response data is integrated into the Shoppar software, allowing dynamic changes within the content narrative to fully engage the audience. Market research and content optimisation now occur live as the content is delivered, massively improving impact and engagement.

CONTENT ADAPTS TO AUDIENCE INTERACTIVITY



INTERACTIVE CONTENT



INTERACTIVE CONTENT

Shoppar is doing more than just generating dynamic, targeted digital content. We create an immersive experience for the audience with gesture controlled digital screens.

Using the AiCE hardware, digital content is gamified with body tracking and advanced eye-tracking. Shoppar is pioneering intelligent environments of the future with completely contactless digital interactivity.

EYE TRACKING CONTENT SELECTION

INTERACTIVE CONTROLS:

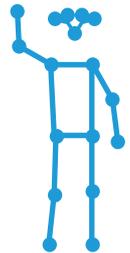
EYE-TRACKING accurately measures content hotspots and drives natural and simple contactless interactivity.



HAND GESTURES allow dynamic content navigation and adds another dimension to digital screen functionality, such as swiping or scrolling.



BODY DETECTION supports content immersion and mixed reality experiences.



AiCE HARDWARE



AiCE HARDWARE

Shoppar AiCE is the central hub that drives audience data collection and digital content delivery.

FULL SPECIFICATION:

- CPU: Rockchip RK3399 – Arm Dual-Core Cortex-A72 & Quad-Core Cortex-A53
- GPU: Mali 400 MP2
- MEMORY: 4GB DDR3 RAM
- STORAGE: 32GB eMMC
- CAMERA: 5 Megapixel, 145° field of view with a 180° rotating head, wide angle lens
- PORTS: Ethernet (Power over Ethernet)
USB Type-C
HDMI 2.0a (4K@60Hz)
DC 12V/2A
- CONNECTIVITY: Ethernet / WiFi / 4G LTE
- O/S: ELinux Ubuntu & Fedora IoT / Android 8.1



Side View
180° Rotating Sensor Head



Back View Ports
Ethernet / HDMI 2.0a / USB Type-C / DC 12V/2A



Front View Sensors
ToF Sensor / Computer Vision / mmWave Radar

I CLIENTS



CLIENTS

Shoppar has long standing relationships with world class brands looking for the cutting edge to get ahead of their competition, through deeper understanding of their customers interactions with their products and marketing. Shoppar excels at digital signage optimisation and retail display measurement. As a brand it is always comforting to know you are in good company.

sky

DIAGEO

HEINEKEN

**ESTÉE
LAUDER
COMPANIES**

BOSS
HUGO BOSS

JAGUAR

WesternUnion WU

SAMSUNG

**MEASURE
CONNECT
ENGAGE**

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