![ACTi Connecting Vision]

FACE ANALYSIS SOLUTIONS

ACTi uses video analytics to optimize business intelligence, operation efficiency as well as security management through real-time event handling and comprehensive reports

▶ Face Recognition   ▶ Age and Gender Detection

▶ Face Detection   ▶ Emotion Detection

POPULAR APPLICATIONS

ACTi provides solutions for innovative applications involving face detection and recognition. The solutions can be deployed to various markets for different purposes.
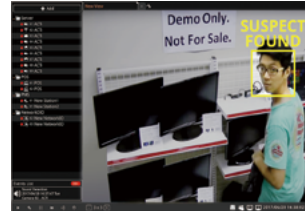
▶ Face Recognition

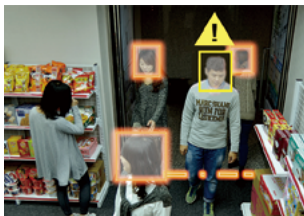### VIP Customer Identification and Targeted Information

Be instantly notified about the arrival of an important customer and display the greetings or the ads with the high relevance to specific VIP, which helps provide better service.
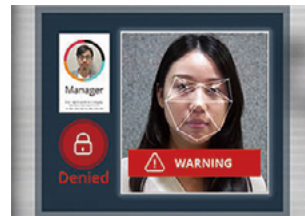
Suspect Post Search

Find the suspect automatically from the video recordings using face recognition technology.

Attention List

Be instantly notified about the arrival of the person who is listed in attention database so that the employees could pay extra attention to that person.

Advanced Access Control with Face Verification

With face recognition technology, facial biometrics can be used as a second layer of protection additionally to access card when entering restricted areas.

▶ Age and Gender Detection

Demographic Adaptive Advertising

Display dynamic ads, events' information and promotions based on the age and gender of the customers. Increase the sales of your services by targeting the right customers through the right content.

Sales and Marketing Strategy Optimization

Link the POS transaction with customers' demographics or profile and measure the performance of marketing campaigns for different market segments.
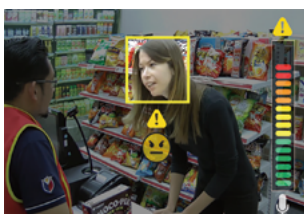
▶ Face Detection

Advertising Effectiveness Measurement

Count the faces of people viewing the advertising displays to assess how much attention they are paying to the ad which in turn can be used for advertising campaign optimization.

▶ Emotion Detection

Customer Service Improvement

Detect negative emotion based on facial expression along with voice analysis, and notify the manager to handle the potential dispute in a timely manner.

CLEAR VIDEO FOR FACE ANALYSIS

In order to capture clear faces, ACTi offers a wide range of camera options for face-related applications in different locations. The cameras can be installed onto the wall, the ceiling or on the check-out desk with its lens pointing at the faces of people entering the premises, looking at the screen or paying at the checkout.

ACTi facilitates the selection and installation of face analysis cameras with the help of its camera selector. It recommends the most suitable camera along with installation scheme by simply selecting the desired application and camera installation location with its physical dimensions.

Entrance
Mount a camera at the eye level on the wall in front of the entrance, or onto the ceiling with minimum tilting of the lens for the most accurate analysis.

Check-out
Install the camera on the wall behind the clerk or on the check-out desk, as close to eye level as possible.

Ads Display Screen
Mount the discreet camera on the wall above or below the monitor, or attach it to the monitor, whichever is closer to eye level.

Access Control
Mount the access control camera at eye level next to the door or the entry of the premise.

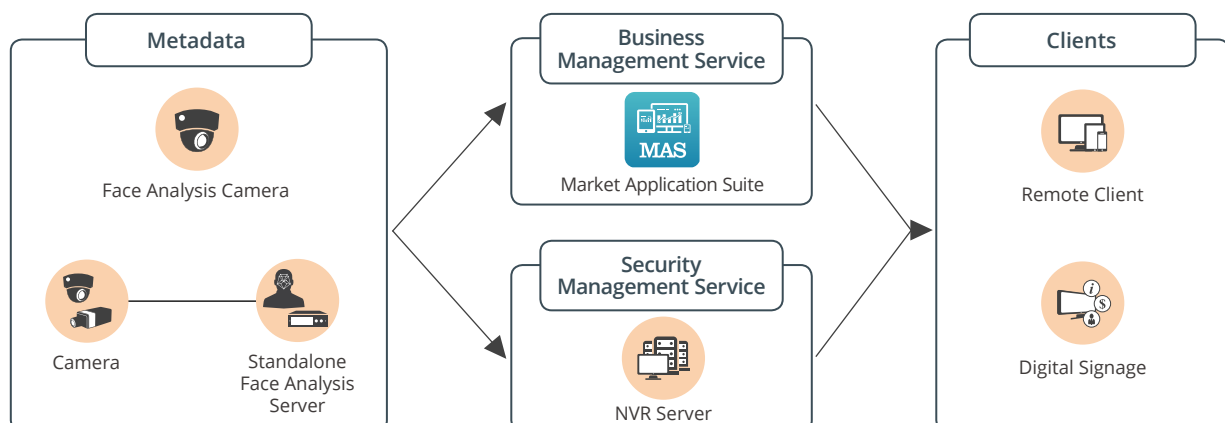**Face Analysis Camera Selector**
Find the most suitable face analysis camera and carry out your project with confidence.
www.acti.com/faceanalysisselector

ACTi FACE ANALYSIS SOLUTION ARCHITECTURE

ACTi face analysis technology is available on two platforms – face analysis cameras and standalone face analysis servers. The analysis data can be used as one of the sources for customized application software for business intelligence, operation management and security management in the form of alerts, insights and analysis reports.

Learn more about the business management services! www.acti.com/mas

WHY ACTi

End-to-end Solution Provider
Incorporate in-house developed cameras, video analytics and application software for a complete and reliable solution.

Tailored Solution for Each Project
Offer scalable and customized solution with the help of interactive tools.

Integration with Existing Systems
Employ various types of metadata and integrate your current systems, such as POS, for a wide range of applications.

Flexible Installation Types
Meet the needs of different environments with standalone, software-based, cloud-based and also hybrid solutions.