

personcounter
by wututu

www.wututu.com



Have you ever seen...

- Out-of-home billboards and displays?





Have you ever seen...

- Digital media (interactive screens, digital signage & narrowcasting platforms)?





Have you ever seen...

- Displays or in-store promotional media?





The question is...

*How many prospects have been reached
by them?*

What is more...

When? For how long? What time?

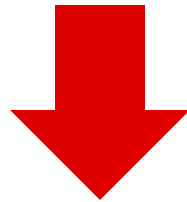
Do we know what we DO NOT measure?





Wututu's answer is...

There is no way of measuring the **true impact** of out-of-home advertising & communication media



**Such advertising channels
decrease in value since they
cannot be measured**





Solution

PERSON COUNTER by Wututu is an audience measurement device for out-of-home advertising & communication media (indoor & outdoor)





Person Counter allows...

1. Valuing their effectiveness
2. Estimating their ROI (return on investment)
3. Justifying decision-making from registered data





Applications

1. Digital & traditional signage
2. Narrowcasting platforms
3. Out-of-home billboards & displays
4. Interactive screens

Also:

1. In-store promotions
2. Events' stands or printed material
3. In-store display strategies
4. In-store placement strategies





Technical Features

- By people's facial geometry's detection, the device registers:
 - Total number of beholders
 - Watching time
 - N beholders simultaneously
- Deepness: up to 10m
- Vision angle: 70°





Technical Features

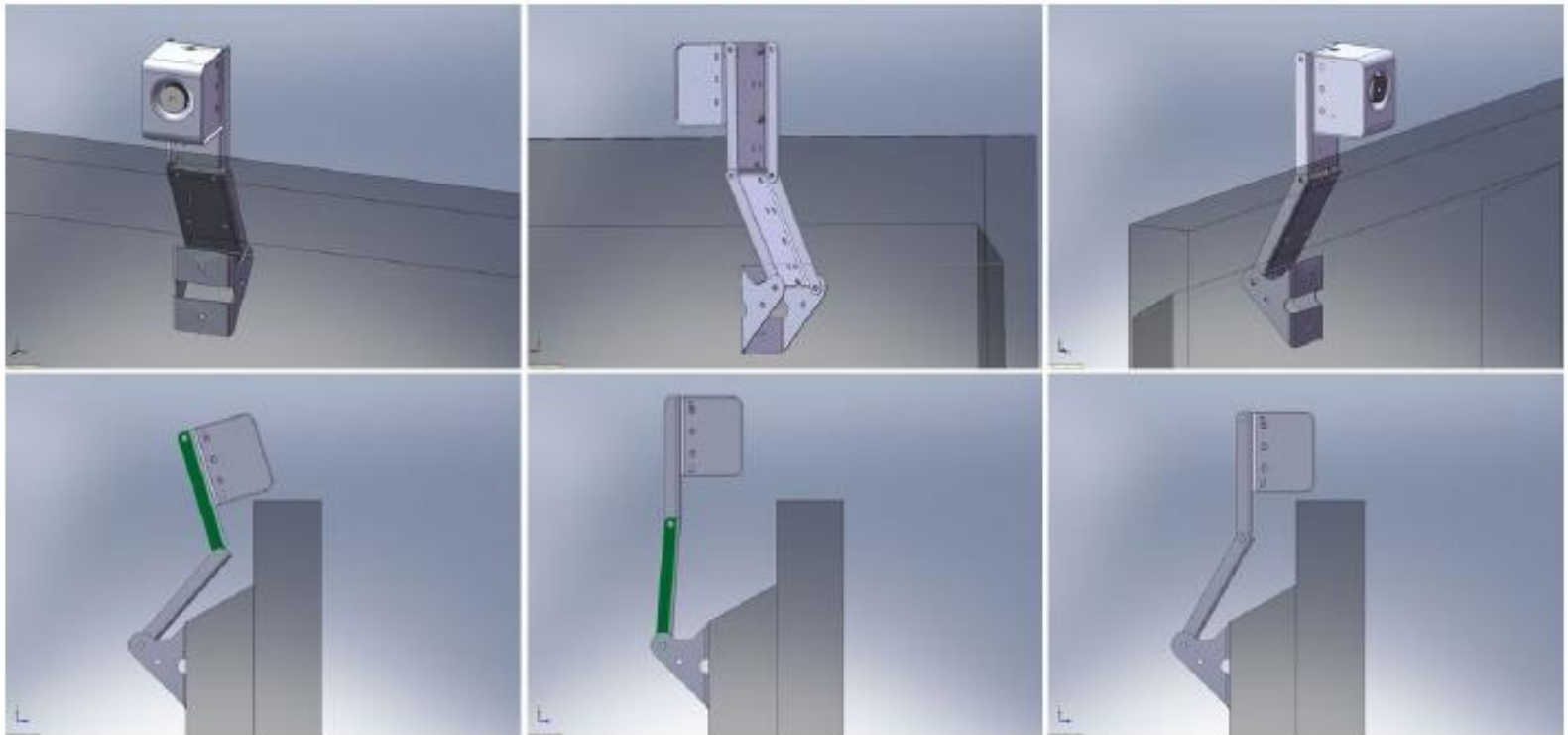
- It controls for how long the media & its content are watched
- Reliability: 90%
- The solution includes a data processing software by Wututu which generates valuable statistics & graphics





How does it work?

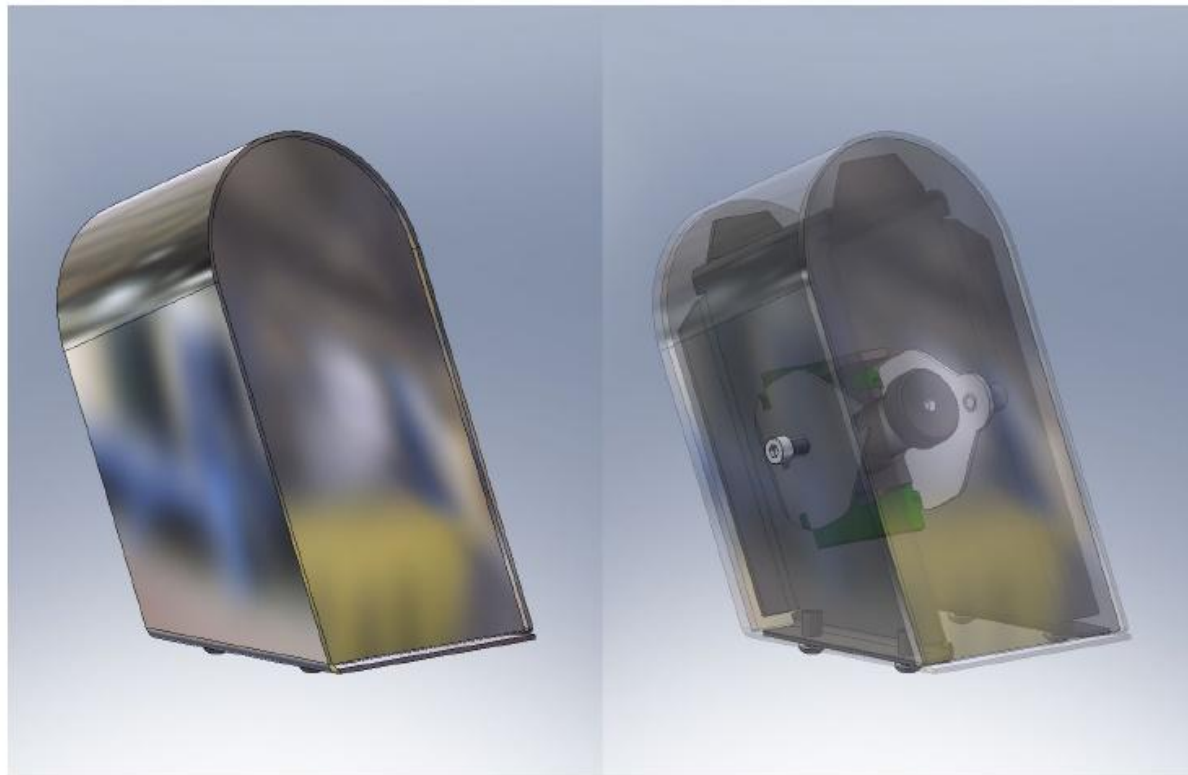
- Screen camera (**size: 4x3cm**)





How does it work?

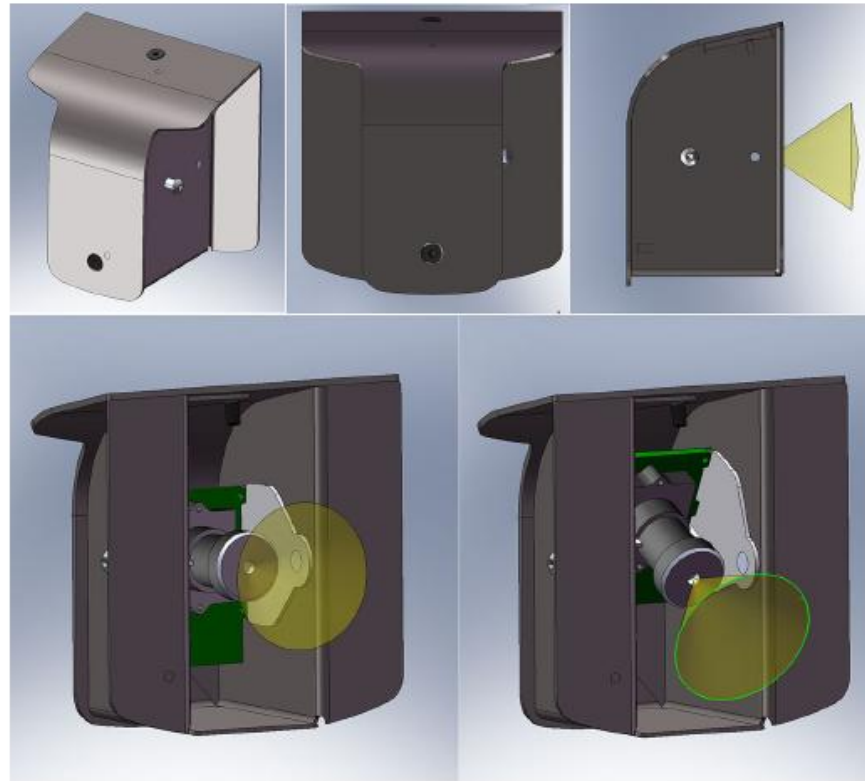
- Display camera (**size: 4x3cm**)





How does it work?

- Glass camera (**size: 4x3cm**)





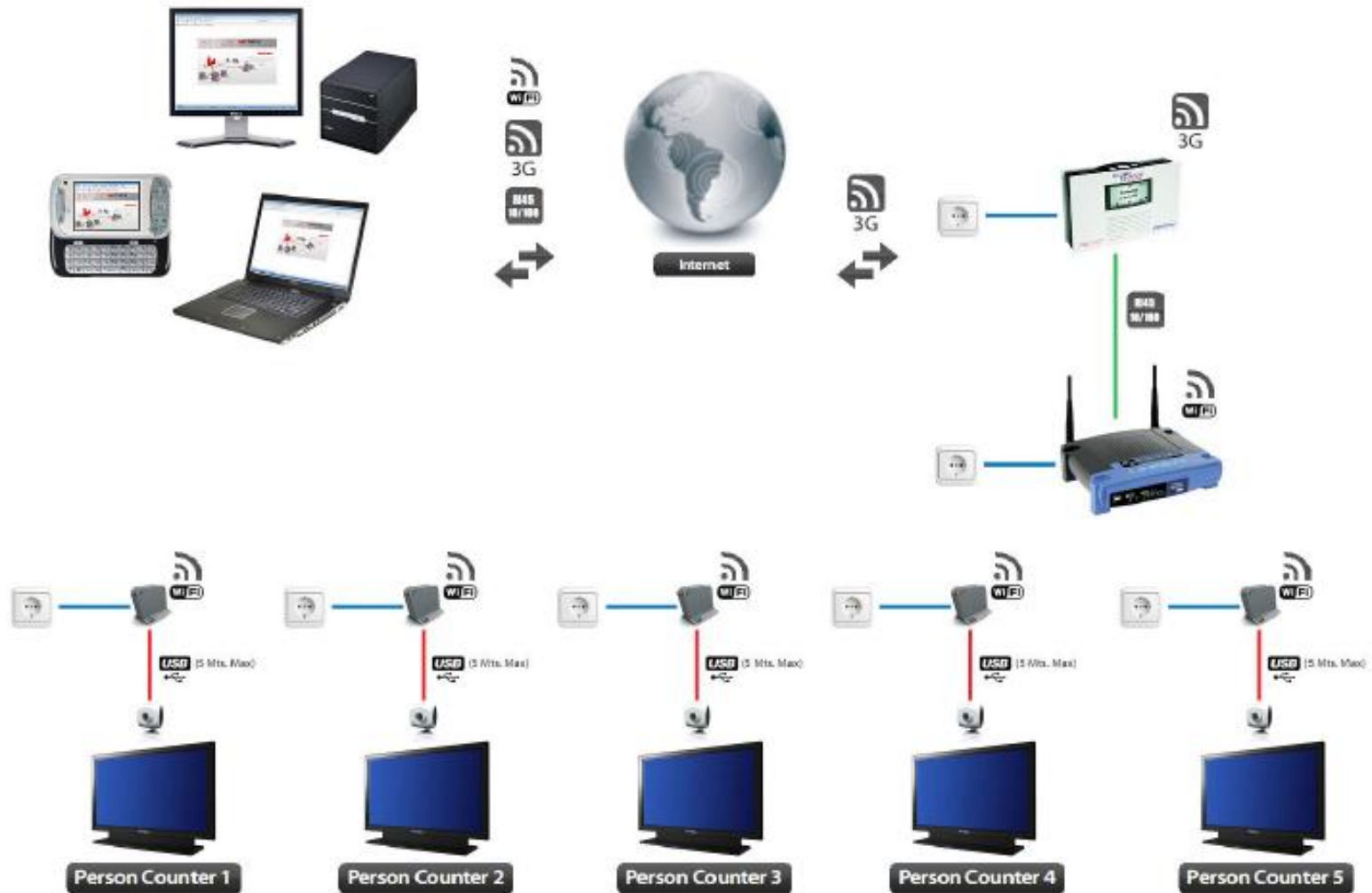
How does it work?

- Person Counter computer





How does it work?





Software

- Easy access to data via web
- Real-time/deferred data processing
- Conversion into various formats. Ex.: Excel

....access **STATISTICS** from
anywhere through the **WWW**

WUTUTU PersonCounter E6119E96D
www.wututu.com

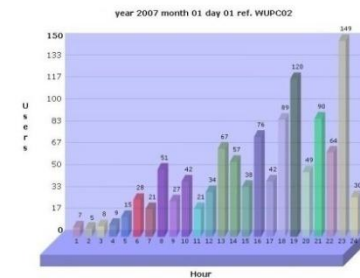
Stats Year: 2007 Month: February Day: [] List stats Delete this interval Send to remote site

download.xls download.csv

Users	Time spend avg. (sec)	Date
2	6.00	01-02-2007
2	14.00	01-02-2007
2	15.00	01-02-2007
2	13.00	01-02-2007
4	6.75	01-02-2007
4	4.83	01-02-2007
7	11.80	01-02-2007
7	11.19	01-02-2007
2	2.50	01-02-2007
3	12.00	01-02-2007
7	7.71	01-02-2007
7	8.00	01-02-2007
1	14.00	01-02-2007
4	12.00	01-02-2007
3	9.87	01-02-2007
2	15.00	01-02-2007
2	8.00	01-02-2007
3	4.00	01-02-2007
3	13.00	01-02-2007
1	5.00	01-02-2007
5	7.00	01-02-2007
5	9.00	01-02-2007
3	6.33	01-02-2007
1	19.00	01-02-2007
2	9.50	01-02-2007
4	11.00	01-02-2007
2	13.00	01-02-2007
89	9.95	

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....then **DISPLAY** the statistics
GRAPHICALLY directly on the **Web Browser**



....or **DOWNLOAD** them
to **EXCEL** for further analysis...

Year	Month	Day	Ref.	Users	Time spend avg. (sec)
2007	01	01	WUPC02	89	9.95
2007	01	01	WUPC02	2	6.00
2007	01	01	WUPC02	2	14.00
2007	01	01	WUPC02	2	15.00
2007	01	01	WUPC02	2	13.00
2007	01	01	WUPC02	4	6.75
2007	01	01	WUPC02	4	4.83
2007	01	01	WUPC02	7	11.80
2007	01	01	WUPC02	7	11.19
2007	01	01	WUPC02	2	2.50
2007	01	01	WUPC02	3	12.00
2007	01	01	WUPC02	7	7.71
2007	01	01	WUPC02	7	8.00
2007	01	01	WUPC02	1	14.00
2007	01	01	WUPC02	4	12.00
2007	01	01	WUPC02	3	9.87
2007	01	01	WUPC02	2	15.00
2007	01	01	WUPC02	2	8.00
2007	01	01	WUPC02	3	4.00
2007	01	01	WUPC02	3	13.00
2007	01	01	WUPC02	1	5.00
2007	01	01	WUPC02	5	7.00
2007	01	01	WUPC02	5	9.00
2007	01	01	WUPC02	3	6.33
2007	01	01	WUPC02	1	19.00
2007	01	01	WUPC02	2	9.50
2007	01	01	WUPC02	4	11.00
2007	01	01	WUPC02	2	13.00



Examples

- Finance: La Caixa digital displays





Examples

- Out-of-home: Kiosk Channel





Corporate information



the legend comes true

We specialize in developing cut-through technology-based marketing solutions in order to satisfy two key needs:

- Grabbing the audience/prospect's attention → **SCR3END**, *our digital display that makes possible the visualization of 3D images without using 3D glasses*
- Measuring the impact of out-of-home advertising & communication media → **Person Counter by Wututu**

Stockholders



Partners





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