person counter

by wututu

www.wututu.com

- Out-of-home billboards and displays?

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

- Displays or in-store promotional media?

How many prospects have been reached by them?
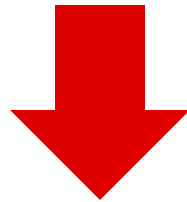
What is more...

When? For how long? What time?

Do we know what we DO NOT measure?

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

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
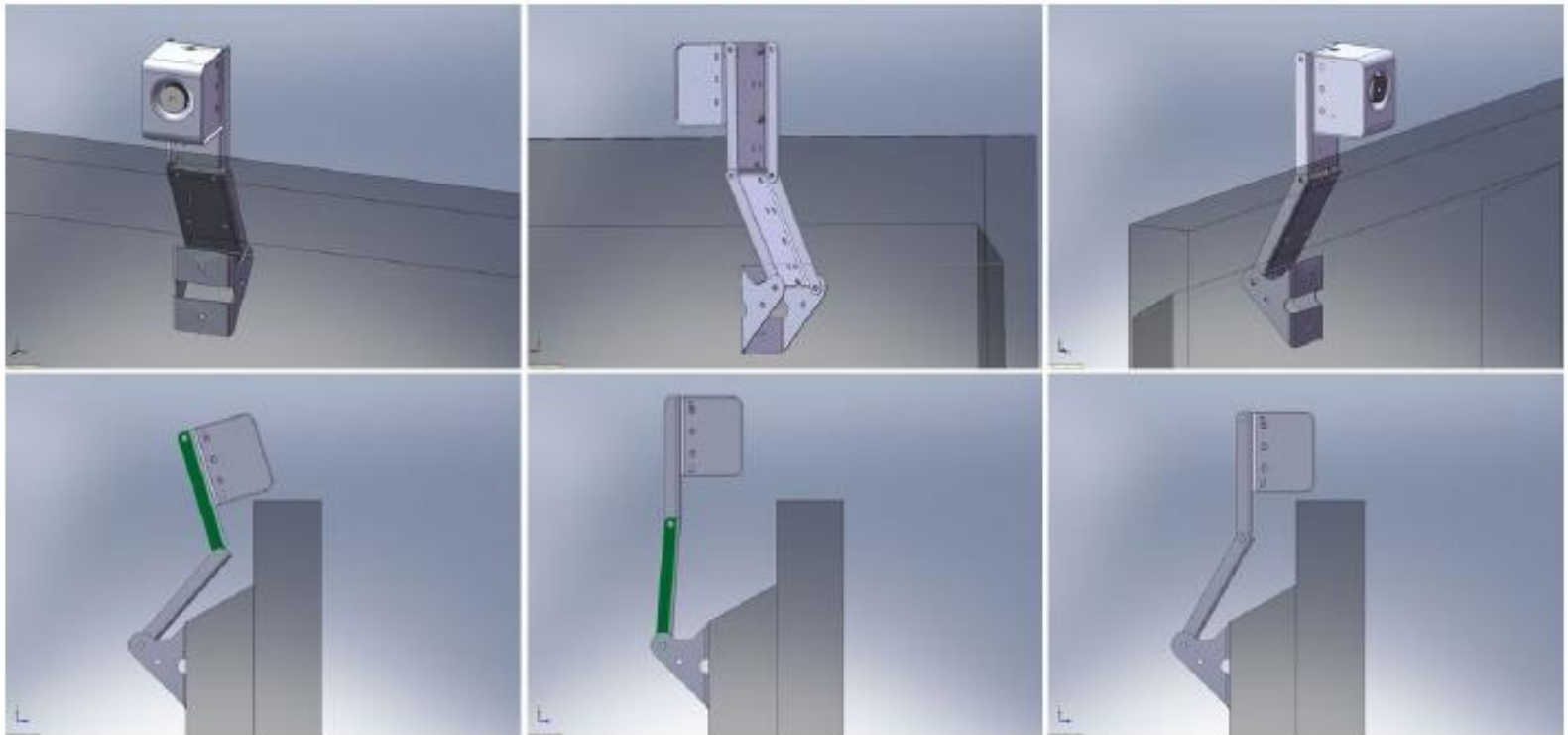
- Deepness: up to 10m

- Vision angle: 70º

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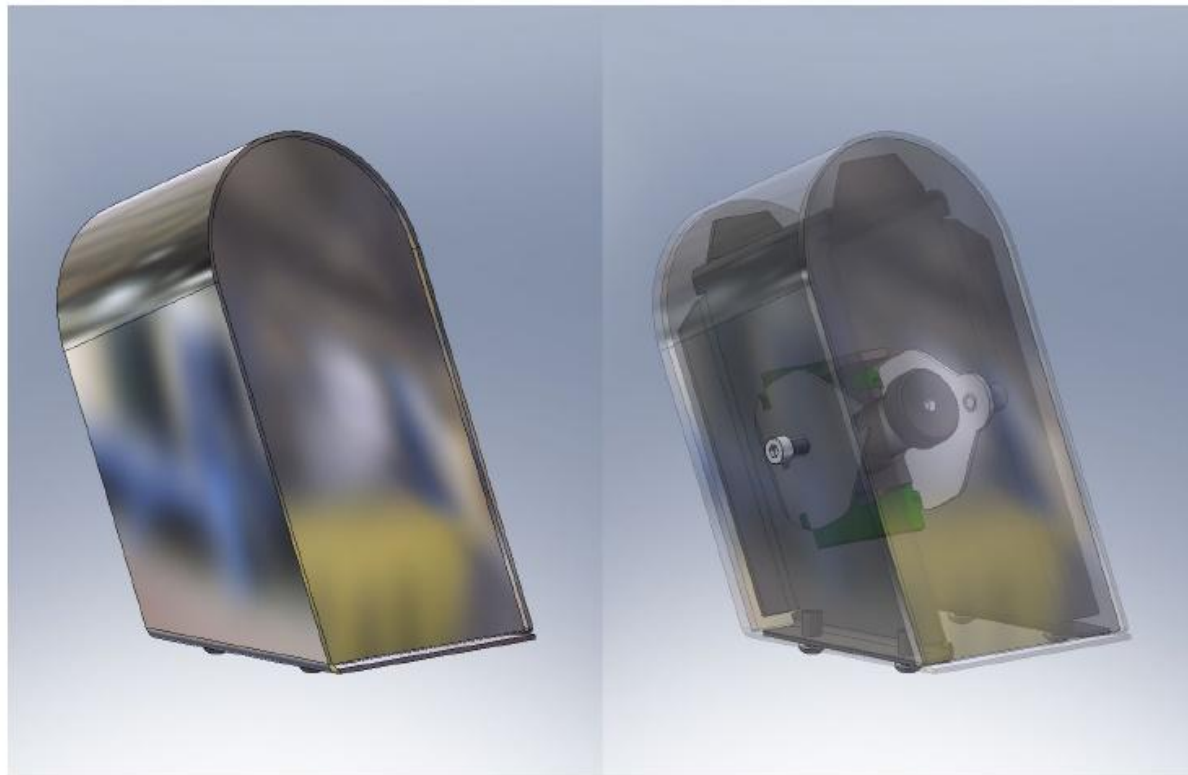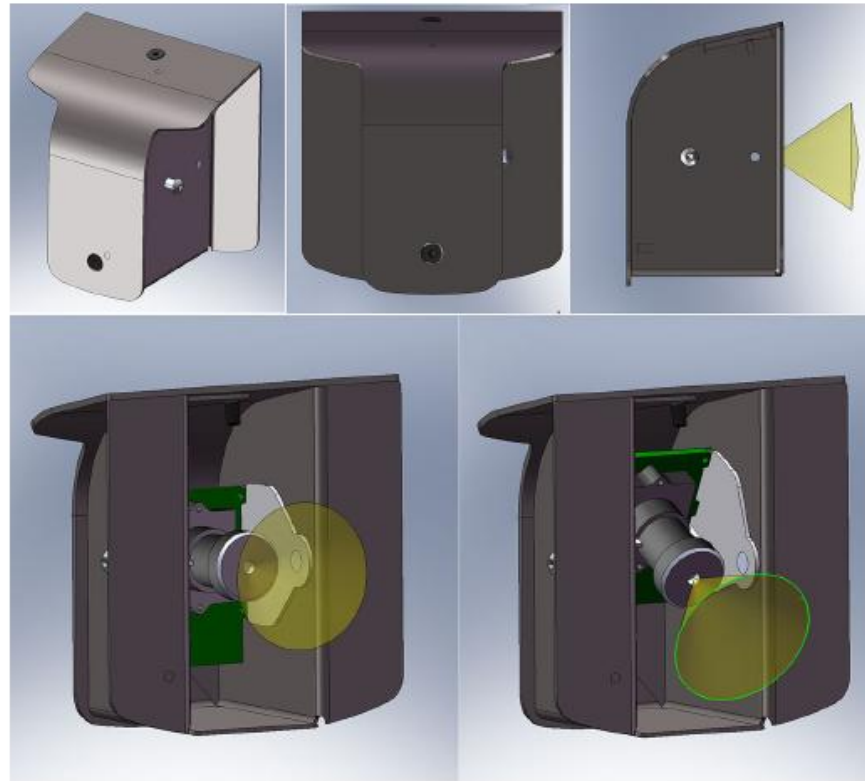
- Screen camera(**size: 4x3cm**)

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

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

- Person Counter computer

Person Counter 1   Person Counter 2   Person Counter 3   Person Counter 4   Person Counter 5
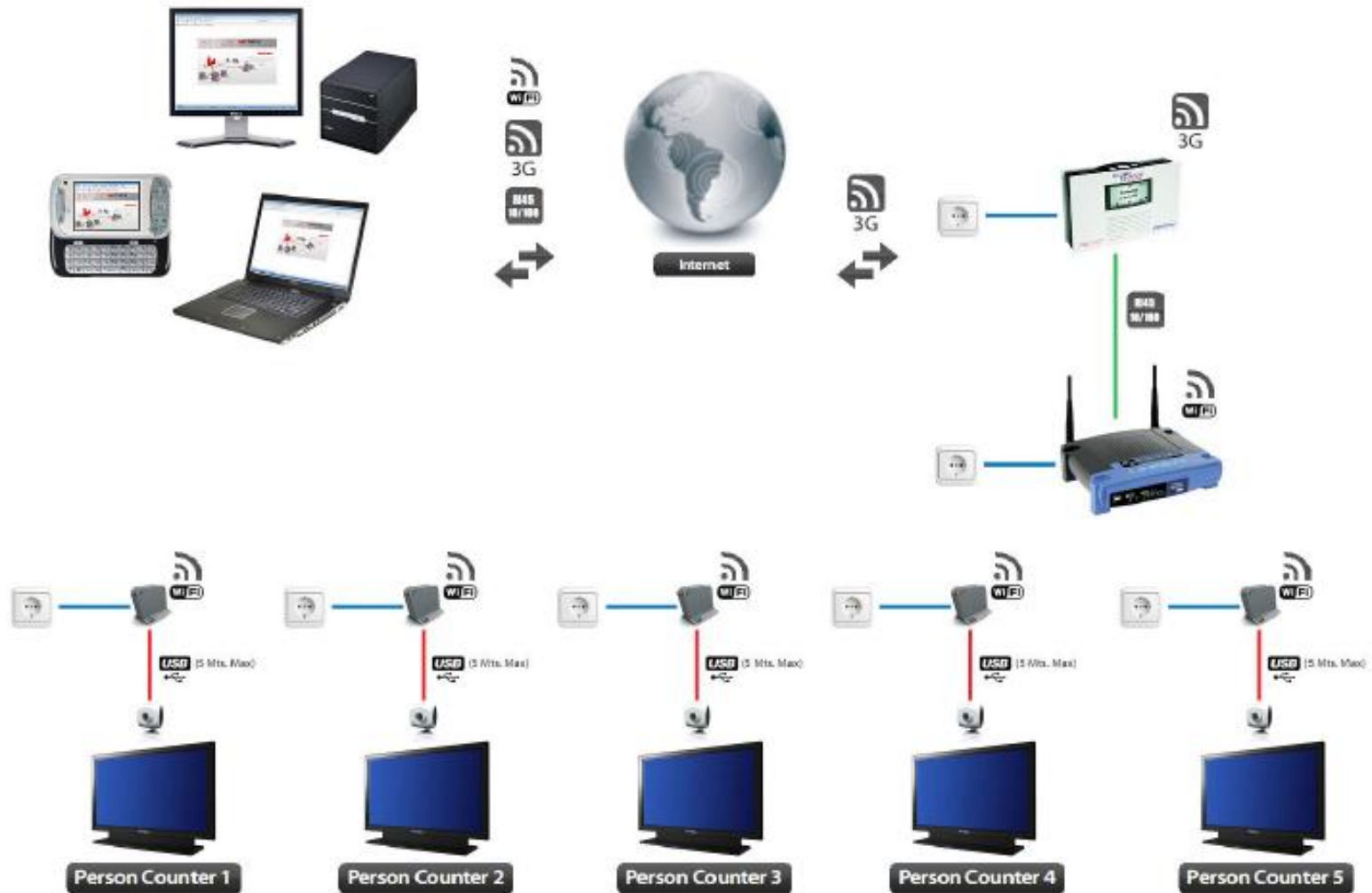
Software

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

- Finance: La Caixa digital displays

- Out-of-home: Kiosk Channel

wututu
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

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