

Audience Intelligence

Imagine a system that uses a small video camera and facial recognition software to try to determine a viewer's gender and age, and select an appropriate advertise to display.

Imagine large video screens in public places, such as shopping malls, with an intelligent system analyzing the video stream provided by webcams.

Imagine Morpheus AI

Morpheus AI

Morpheus AI is a software for audience measurement based on powerful face image analysis techniques.

Morpheus AI uses standard webcams in the vicinity of the measured media, pointing at the intended audience, and analyses the images.

Morpheus AI automatically extracts in real time these audience data for immediate use and for data mining:

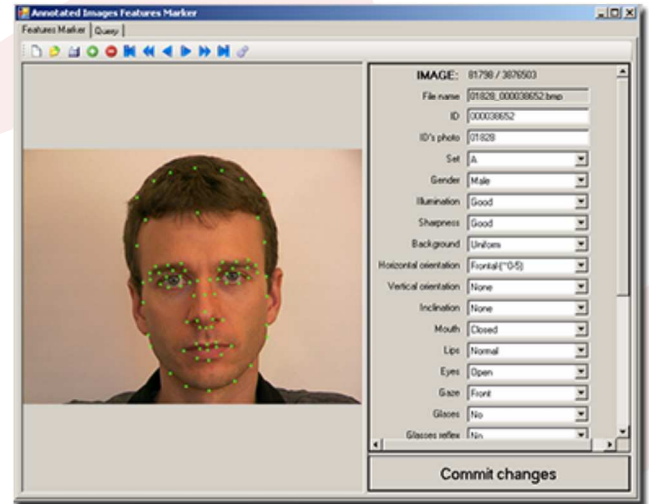
Audience gender (male, female)

Audience age (children, young, adult, elderly)

Audience ethnic (Caucasian, African, Asiatic)

Attention time

Real watcher count



Dynamic Advertising

Audience Measurement: counting real exposures to a message, computing attention time, comparing different media and message performance.

Message Targeting: showing the right message to the right audience, using real-time information extracted by Morpheus AI.

Attention Attraction: letting interact with an application powered by face recognition technology. That could help keep people in front of the display longer, to be able to show them more advertising.

Features

Simple hardware: Morpheus AI can be installed on a small form-factor PC.

Inexpensive cameras: Morpheus AI can use most standard webcams or IP cameras available on the market.

Easy IT integration: audience data are available in real time to third-party applications.

Privacy: no images are ever recorded and no uniquely identifiable data are extracted.

Precision: all data is extracted with a success rate of 90%



Technical Data

Valid input: IEEE1394 cameras, USB cameras, IP cameras. Compatible with Microsoft Direct Show capturing systems.

Minimal system configuration requirements: Intel Pentium IV, 2.0 GHz or comparable, 512 MB RAM, 200 MB of available hard disk space, Windows XP, Windows 2003, Windows Vista