

AlliO



Audience Measurement for Out-of-Home Digital Displays

Digital Signage provides manufacturers and retailers with a unique opportunity to reach a large and responsive out-of-home audience. Until now, it has not been possible to measure the impact of Digital Signage clearly and accurately.

Using TruMedia's AlliO™ audience measurement solution, manufacturers and retailers can measure the number of viewers and the level of their interest when advertising on digital signs, TV monitors and other out-of-home displays.

Knowing true audience counts at any given point in time and for any given ad means that advertisers will now be able to compare their spending on such displays with traditional media and accurately measure their Return on Investment.

AlliO enables advertisers to:

- Measure the effectiveness of displays
- Calculate Return on Investment (ROI)
- Make educated decisions regarding advertising content
- Adapt content in real-time to audience size & demographics
- Optimize the placement of displays for maximum exposure

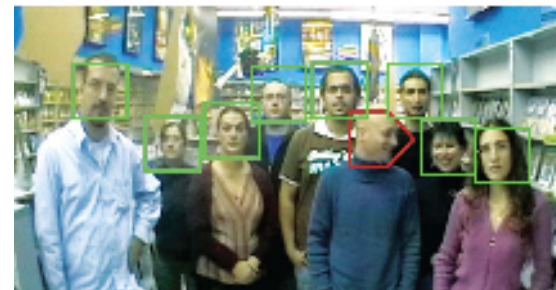
AlliO in Action

AlliO™ generates true viewing data for digital displays and screens by analyzing facial images of people watching the displays. Relying on proprietary, video analytics technology, AlliO automatically detects and tracks faces captured by the AlliO Sensor, a high-resolution, Wide Dynamic Range camera specifically designed to overcome harsh lighting conditions.

How it works



Video Stream from Sensor



Face Tracking Engine

This patent-pending device captures audience faces at wide angles (up to 125 deg.) and at distances of up to 25 ft. from the screen.

The system is easy to set up and operate. Relying on advanced scene-learning algorithms, it requires the operator only to install and orient the AlliO device towards the audience.

The AlliO automatically generates true "face towards" counts and individual exposure times. Further real-time classification algorithms determine the viewer's gender and age group.

AlliO integrates with business applications via its Application Programming Interface (API). Specifically, AlliO PROM (PROactive Marketing) connects with content management systems to select ads and other content based on current audience size and demographics.

AlliO, like all TruMedia products, is fully respectful of the audience's privacy: no images are ever recorded, and no uniquely identifiable data is extracted.

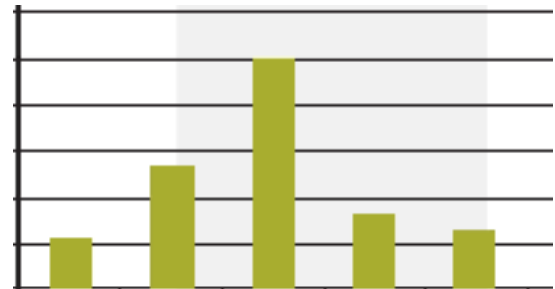
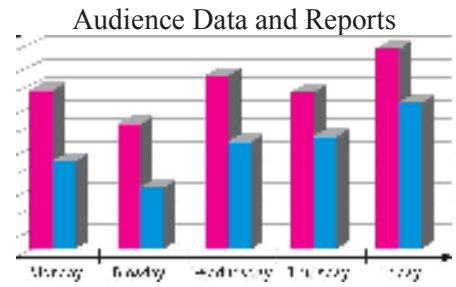
Features & Benefits

Accurate Audience Counts: AlliO provides 2 types of counting data; count of impressions, for a single uninterrupted gaze and engagements for multiple impressions generated by a single viewer. AlliO delivers true count of impressions with accuracy that surpasses any other direct or indirect measurement technology, thereby allowing advertisers to truly measure the effectiveness of their media and displays and optimize the placement of displays for maximum exposure.

Demographics Segmentation: Supports better media planning and targeted advertising.

Proactive: Audience measurement data integration with the content management system can be used by the media player to select and modify the advertisement, tailoring it to the current viewing audience.

No Cooperation Required: AlliO provides true and unbiased information because it does not require audience cooperation for measurement or for gathering demographics.



Making an Impression

AlliO includes a video processing unit that analyzes hi-resolution video streams from AlliO Sensors. AlliO uses Digital Signal Processing (DSP) technology to achieve a small foot print, reduced power consumption and stability.

Viewer engagements are sent over the Internet to the TruMedia Portal database. Only one Internet connection is required per site. Users can log into the portal securely via a standard web browser and generate detailed reports by display, time of day or by content (media identifier).

The AlliO architecture is scalable, supporting a practically unlimited number of displays at a number of sites. Multiple users may access the Portal simultaneously, in order to generate, display and publish audience reports online.

AlliO has the ability to count people even when not gazing directly at the screen, using sophisticated tracking algorithms as well as the ability to detect faces in vast angles (up to profile). This data is used to generate information about the dwell time of viewers in front of the screen, and to generate Opportunity To See (OTS) information.

