



Technical Note, November 08

Can you afford to ignore 50% of your audience?

TruMedia iCapture™ audience measurement system generates true viewing data for digital displays and screens by automatically analyzing images of people watching the displays. Audience images are captured by iCapture Cam and processed by an embedded video processor to produce accurate audience counts as well as gender, age group, gaze time and dwell time (presence duration) for each viewer.

This patent-pending iCapture Cam detects viewers at wide angles (up to 125°) and at distances of up to 20 ft. from the screen. By using wide dynamic range (WDR) sensors, iCapture effectively copes with harsh lighting conditions.

Competitive solutions rely on off-the-shelf webcams in order to capture audience images. While readily available at affordable prices, these cameras have several disadvantages – the most significant of which is limited field of view.

The large picture below shows the audience captured by iCapture Cam, while the smaller picture inside has been captured by an Ultra Wide angle webcam. Most standard webcams have an even narrower field of view and capture less of the audience.

When reading webcam specifications, note that the usual 70° quoted, is indeed the diagonal dimension, which with the customary 4:3 aspect ratio translates to 56° for the critical horizontal dimension: less than 50% of iCapture 125° horizontal field of view.



These days, proving return on investment is more critical than ever. Measurement data for DS is needed to support growth of this advertising medium. The validity of this data is key for a true and accurate representation of how your screens are performing. The portion of the audience outside the field of view of the webcam may be 50% of the audience or more.

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TruMedia iCapture is the only true audience measurement technology for digital signage!