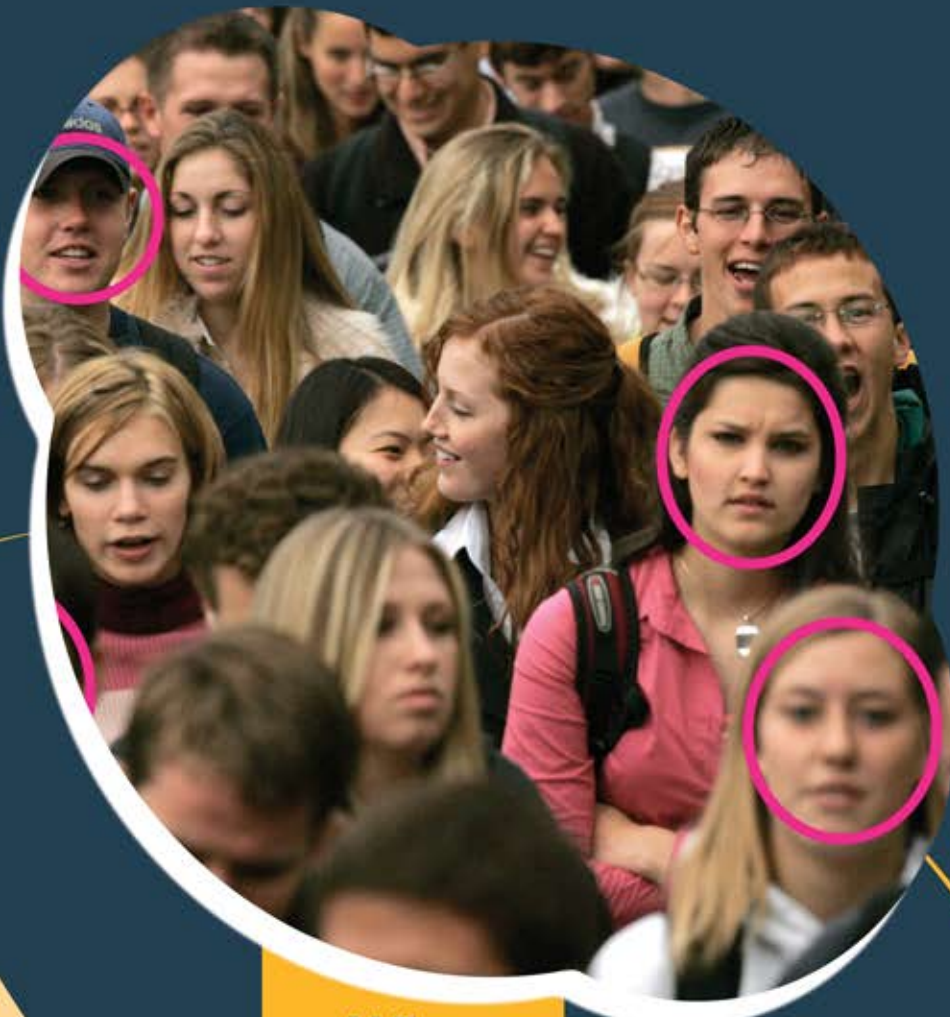


DC Media Headcount

Get information on who looked at your screens and for how long. The data is presented via a cloud interface and shows gender as well.



Anonymous Video Analytics

Who Looked

Anonymous Video Analytics (AVA) is a technology that solves the Audience Measurement problem.

The technology utilizes a camera mounted above the screen to track faces. No images or personal data of any kind is ever recorded.

How many people looked, how many were men, how many were woman, what time did the most views occur & how many possible views occurred ie. how many people did not look at the content.

Audience Measurement

Headcount is non-invasive & can be used to not only measure screen views, but also gain an understanding of attendance. Specific content can also be triggered based upon variables like gender and dwell time.

