



With the development of Cutting Edge Technology Solutions, we enable our clients to attract new customers, understand their in-store behavior, increasing their loyalty by enhancing their shopping experience in a safety environment.

### Interax Dwell Time



**IN TODAY'S COMPETITIVE RETAIL ENVIRONMENT, SUCCESS IS DEPENDANT ON A THOROUGH UNDERSTANDING OF EXISTING AND POTENTIAL CUSTOMERS.**

Constantly changing customer preferences, eroding customer loyalty and the inherent complexity of large retail organizations demand increased analysis of the customer behavior.

Interax Dwell Time is a powerful customer behavior analytic tool for gaining precise knowledge about the impact your marketing actions have in your store. The Dwell Time measures customer response to in-store marketing elements, such as static signs, POP displays and other forms of digital media, including retail TV networks and kiosks.

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# InteraxDwell Time

## BENEFITS OF DWELL TIME

Using leading image processing software for Viewer analysis, together with surveillance cameras, Interax Dwell Time offers unobtrusive means for extracting information that you need for making the right strategic marketing decisions, safeguarding your marketing investments and equipping you for the future.

### The solution instantly gives you real time measurements of key figures such as:

- *Viewer count (visitors who actually viewed the media)*
- *Automatic gender analysis*
- *Average length of viewing the media*

### System overview

Interax Dwell Time is an automated stand-alone viewer counting and tracking system that uses standard IP camera. The camera is mounted close to the media that is to be analyzed.

**Keep track on how many and how long people are viewing your display.**

### Features

- *Automated stand-alone system, operated in real-time.*
- *Easy to install and maintain.*
- *Erases faces in video to ensure that personal integrity is secured.*
- *Unlimited number of cameras to a site or portfolio of sites.*
- *Counts people looking at the media and viewing duration for each person.*
- *Leading digital image processing overcomes shadow and reflection problems.*
- *Export data to Interax Web Report.*
- *Open protocol lets you integrate with data from POS and other systems.*

### By using the Dwell Time in combination with Interax People Counter you can also perform analysis such as for example

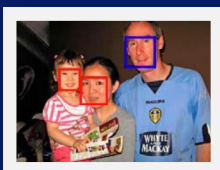
- *Comparing number of people passing media with number of people viewing the media.*
- *Comparing total number of visitors to the store with number of people viewing the media.*

### Reporting

Interax Dwell Time updates counting data in real time. View the number of viewers directly in the Dwell Time or export data automatically to Interax Web Report for efficient data management and analysis.

### Specifications

- *Viewing distance: Depends on lens and image resolution. Normally at least up to 4 meters.*
- *Minimum video image size: 640x480 pixels.*
- *Camera: Network camera.*



Interax Dwell Time gives precise knowledge about the impact of your marketing actions. Now also with automatic gender analysis.