



Interactive Digital Signage with Facial Recognition

Increasing Customers Engagement & Purchase Intention

Applying facial recognition technology to identify customer demographic in order to display relevant, interactive and personalized ads and promotion information to encourage purchasing. Customer data collected will be stored for further clientele analysis and helps retailers to identify and evaluate effective marketing event and targeting groups.

Benefit for Retailers

- Reliable statistics and market feedback data
- Promotes strategic marketing improvements through the collection of customer statistics
- See shoppers behaviors

Benefit for Shoppers

- Get special coupon & promotions
- Real-time interactive shopping incentive

