

FACIAL DETECTION SOFTWARE PROVIDES EXPERIENTIAL METRICS

AdBeacon Provides Quantitative Audience Data



“Plug and Measure” Camera

Collects Anonymous Data with Facial Detection

Measures Views and Impressions

Detects Gender, Age Range and Emotional State

Delivers Dwell Times Near Each AdBeacon or Event ‘Station’

26’ Range, 53-Degree Horizontal and 40-Degree Vertical Cone of Vision

“We believe the AdBeacon is a must-have for all experiential campaigns. One of the bigger challenges that these campaigns face is lack of data. Brands now expect – and sometimes demand – more accountability and understanding of how the activity of the campaign influences their overall objectives.

Without data, this is very difficult.”

//Mike Neel, AdMobilize