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FACE-RECOGNIZING DISPLAYS REVEAL WHO'S INTERACTING WITH OFFLINE ADS

  RETAIL

A new system called OptimEyes, set to roll out across the UK, is using facial recognition to deliver detailed analytics to marketers to show the audiences engaged with their campaigns.

Supermarkets are becoming smarter. We've already written about [Synqera](#) — the Russian platform that senses shoppers' moods and offers relevant deals. Now a new system called [OptimEyes](#), set to roll out across the UK, is using facial recognition to deliver detailed analytics to marketers to show the audiences engaged with their campaigns.

Developed by the country's Amscreen in collaboration with Paris-based audience measurement company [Quividi](#), the platform is compatible with the former's 6,000 digital advertising displays positioned in public locations around the UK. The system uses cameras which can detect the faces of those in front of each billboard and deliver the information back to advertisers. This can include their gender and age, as well as how long they spend looking at the display. Marketers can also track the locations that win the greatest audience engagement and see the amount of attention they get at any one time. Since the ads are digital and all data can be viewed in real time, clients can also make instant changes based on the information they receive. The video below explains more about the service:

Amscreen has already announced that it will be rolling the technology out at 450 gas stations at outlets of Tesco, one of the biggest grocery stores in the UK. Are there other ways facial recognition technology can reveal information about patterns of consumer behavior?

Spotted by Raymond Neo, written by Springwise

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