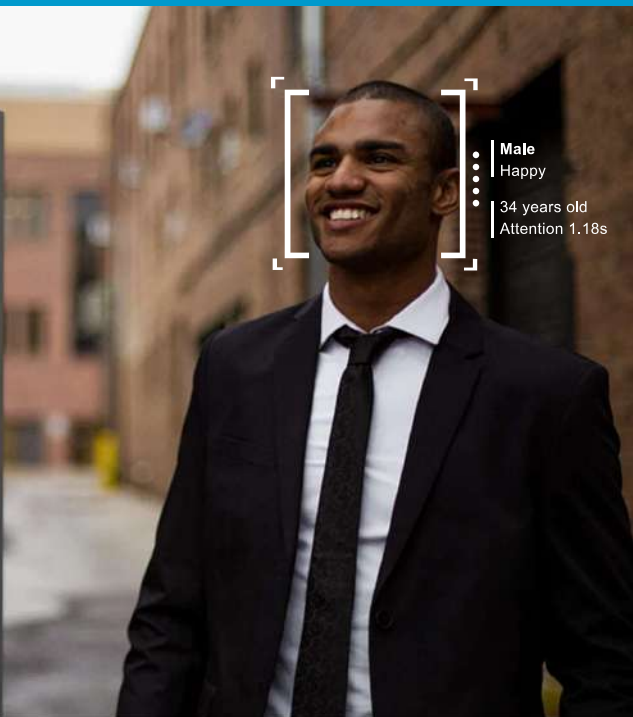


RealCatcher

REAL TIME AUDIENCE MEASUREMENT



Male

Happy

34 years old

Attention 1.18s

The latest Technology for making facial motion capture easier than ever before.

Image capture software, integrated in PARTTEAM & OEMKIOSKS digital kiosks and billboards



RealCatcher

AUTOMATED AUDIENCE MEASUREMENT IN REAL-TIME

Real Catcher software integrated in the **multimedia kiosks and digital billboards** of PARTTEAM & OEMKIOSKS, analyzes the flow of images provided by the camera and allows in real time to measure the effectiveness of digital advertising.

Real Catcher is a software based on innovative image analysis techniques, using a standard webcam, IP camera, or special video analytics systems such as Kinect, PrimeSense and others.

This system allows you to count the number of people who pass near the multimedia system.

How many people are actually looking at the media and provides their length time, time of attention, demographics and other indicators such as gender and age group.

THE SYSTEM IDENTIFIES:



Nº people



Views



Time



Age



Gender








Digital Signage ARTIFICIAL INTELLIGENCE AND PROGRAMMATIC ADVERTISING

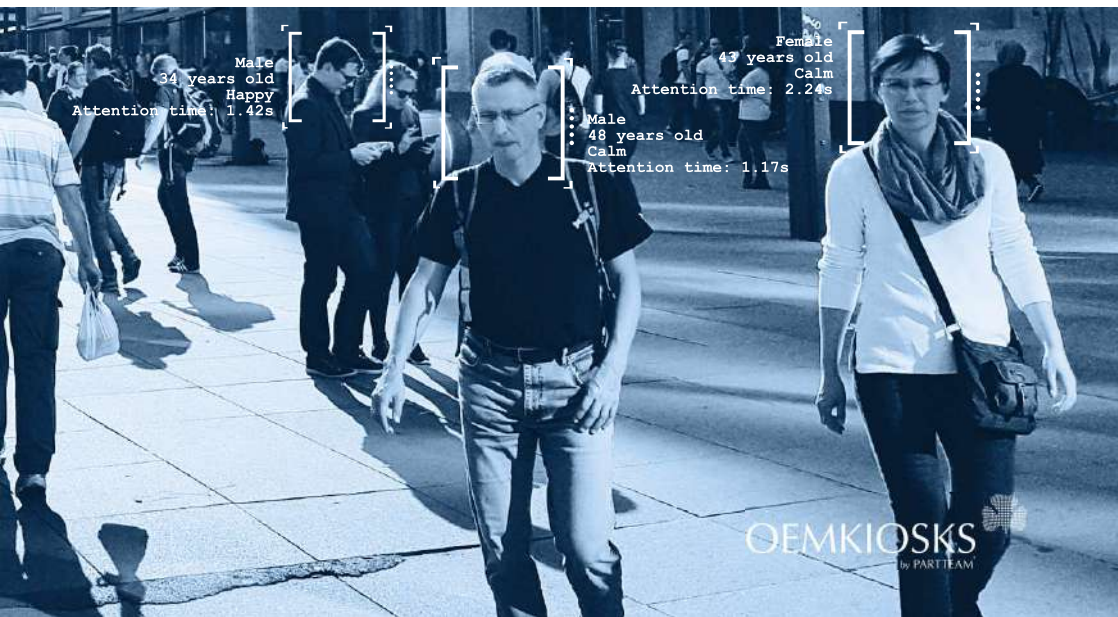
Programmatic advertising is a term that encompasses different technologies that automate the purchase, positioning and optimization of advertising, performed in real-time or near-real, with different levels of control and automation of advertising.

Programmatic technologies allow highly detailed online and offline data to display ads. This situation benefits not only the advertiser, but also the consumer, who receives a totally relevant experience because he watches and sees what really interests him.

Benefits:

-  Real-time updates
-  Cost reduction
-  Advertising targeting
-  Positive results

“Technologies are meant to be more interactive, complex and intelligent.”



OEMKIOSKS

by PARTTEAM[®]



Contact us

We have the answers to your questions.

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PARTTEAM & OEMKIOSKS

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