clever intel

Knowledge is power

CleverIntel provides you with essential business intelligence and customer insight, delivered through an intuitive on-line dashboard.

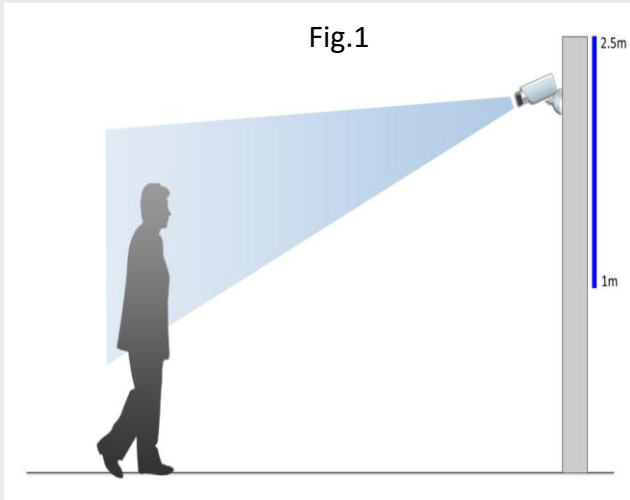Utilising our market leading customer recognition algorithm;

- CleverIntel automatically determines the age, gender and ethnicity of your customers.

- CleverIntel allows you to exclude people from data capture, such as staff members

- CleverIntel allows you to understand how often customers visit, where they go, what are the busiest areas and how long they stay.

- CleverIntel provides standard and customisable reports that you will use to maximise returns whilst adding value to your customer's experience.

Testimonial

"We contracted Customer Clever to create a measurement system using advanced facial technology to enable us to understand the customer demographic attending the Dubai International Motor Show. Their technology platform and reporting gave us hugely valuable insight and intelligence to the audience who interacted with our stand at the show. The team were a real asset offering unique expertise and guidance to generate a report of real relevance to our business."

Ben Wilkinson, Experiential Marketing Manager, Jaguar Land Rover

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Technical Specification

Fig.1

- Normal lighting conditions, not extreme ones.
- Uniform illumination desirable (300 lux+ is a 'good level')
- Users walking at normal speed. (See Fig.1)Faces near frontal position (+/-35 degrees left/right deviation, +-20 degrees up/down deviation)
- Camera preferably placed at 1.6-1.8m
- Max 2.5 meters height. (See Fig.1) – can be higher but no more than 10 degree tilt angle (to ensure face is captured and not top of head) – camera located further away from target and telephoto lens used.
- Sunglasses can reduce the recognition rate if oversized

Network Video Camera / Lens Minimum Requirements

- Good quality images, at least 1080p. (3Mp or greater preferable)
- Permanent network connection: minimum 256 KB down / 128 KB up.
- Optimal face size for recognition and match 833px x 833px per metre.
- Expected face size for recognition and match 400px x 400px per metre.
- Minimum face size for enrolment: 150px x 150px*.
- Preferred Manufacturers: Avigilon, Axis, Bosch, Canon, Panasonic, Sony, Uniview
- Glass optic Megapixel Lens with edge correction
- Preferred Manufacturers: Canon, Fujinon, Pentax

PC Specification

	1 Camera	2 Cameras	4 Cameras	6 Cameras
clever intel	Intel Core i7 CPU: 4xCores 4xThreads 2.5Ghz Ram: 4GB	Intel Core i7 CPU: 4xCores 8xThreads 3.2Ghz Ram: 8GB	Intel Core i7 CPU: 6xCores 12xThreads 3.2Ghz Ram: 16GB	Intel Core i7 CPU: 8xCores 16xThreads 3.2Ghz Ram: 16GB
clever intel Participation	Please contact Customer Clever Limited			

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