

### ***The un-intrusive, self-contained customer recognition pod***

Utilising high definition video capture technology, combined with any of the Customer Clever customer recognition products, CleverPod allows you to digitally capture and profile every one of your customers whilst collating vital business intelligence.

CleverPod is a state-of-the-art; fully brandable data capture pod and modular display system that can also hold products, leaflets or even a digital marketing screen.

CleverPods provide venues with the ability to move the location of cameras, but also to place cameras in locations where a standard installation just simply wouldn't work..

CleverPod is ideal for use within a variety of sectors ranging from high street retail stores to large scale events and exhibitions.

### **Example Sports Application of the CleverPod**

For leisure facilities, participation and flow are very important. They provide a mechanism to determine the effectiveness of activities, scheduling and centre layouts.

In conjunction with CleverIntel Participation, CleverPods were implemented to understand these metrics and provide reporting to help determine changes and improvements to the layout and scheduling of activities.

The CleverPod gave the centre the ability to implement the CleverIntel system, and move the cameras around to understand the flow in the centre and the levels of participation across multiple sports. Invaluable information to help improve the offering for their customers.

