

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
-  allows you to exclude people from data capture, such as staff members
-  allows you to understand how often customers visit, where they go, what are the busiest areas and how long they stay
-  allows you to understand dwell time and queue behaviour
-  provides standard and customisable reports that you will use to maximise returns whilst adding value to your customer's experience

Testimonial



“We contracted CCTech Ltd 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”

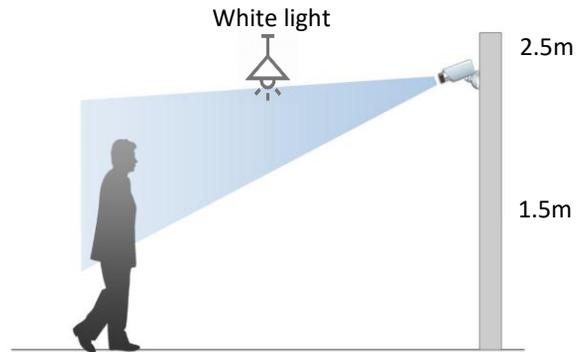
**Ben Wilkinson, Experiential Marketing Manager,
Jaguar Land Rover**

Accuracy

Identification accuracy of 99.42%*

This can only be achieved by:

- Ensuring the face is illuminated by a dedicated white light (300 lux+ is a good level). Shadowing or back lighting will impact the accuracy
- Ensuring that at least 75% of the face can be seen and at no more than a 10-degree tilt. Cameras should be placed at 1.55m – 1.8m where possible (up to 2.5m), with the exception of access control where it should be always be placed at 1.55m. The camera should always sit in corridor mode
- Ensuring a pixel density at the point of detection of at least 833px per metre
- Ensuring the enrolment image has a minimum pixel density of 150px x 150px and that the face is not obscured by glasses, hats, hair etc.



Technical specification

PC: Intel Core i7, Windows 10
CPU: 4xCores 3.2Ghz, Ram: 16GB
GPU: NVidia GTX1050Ti

CAMERA: good quality images, at least 1080p, glass optic megapixel lens with edge correction. Maximum field of view 90-degrees with vari-focal lens

INTERNET: permanent network connection; minimum 2MB down / 512KB up.

INTEGRATES WITH VIDEO MANAGEMENT SOLUTIONS:



GDPR considerations

You, as the client, are the data controller and operator so must be registered as such with the ICO via their website

All of the data, images and personal details captured are solely held on your premises and behind a secure firewall. You should have a clear GDPR and Data Protection policy for your management of the data

Customer Clever does not hold any data

You should complete a Data Protection Impact Analysis (you can find forms and information on ICO website in regards to this) for introducing face recognition

You should engage with internal and external customers to inform them that you are introducing FR and have signage explaining that you are introducing this. They will need to read and accept a privacy notice which explains how you keep their personal details secure

The enrolment app for taking photographs should have a GDPR prompt on it which needs to be accepted before proceeding to enrol a user into the system. The system simply requires a photo of the individual to be held plus a unique identification code. This could be randomly generated. You can hold names, but this is not essential.