

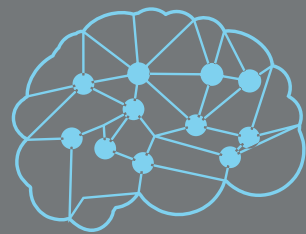
ATTENTION

TRACKING

**VISITOR
BEHAVIOUR
MONITORING**

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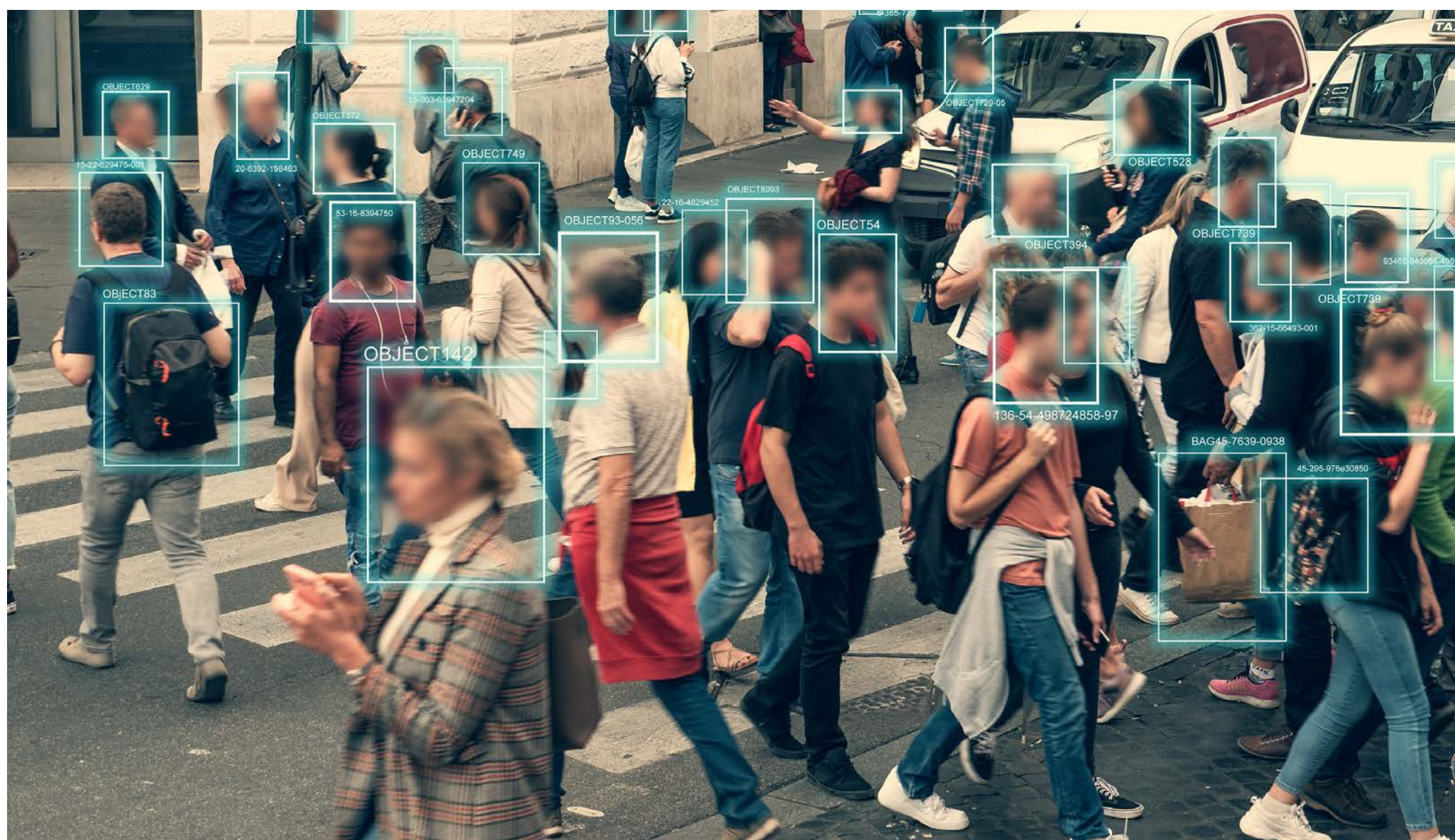


Artificial Intelligence-based

VIDEO ANALYZER SYSTEM

NEURON SOLUTIONS

Neuron Solutions' new business and technological innovation are an Artificial Intelligence (AI) -based system that uses computer vision to analyse human behaviour, including the direction and movement of human attention. Why is it important in numerous market areas such as commerce, services, and marketing? With the help of technology, it is possible to create optimal shopping/visitor areas, place more efficient advertisements for marketing purposes, and assess the interest in the displayed objects. All of these are just a few examples of the various uses in which this way of mapping can provide useful data for your business.



OPERATION OF THE SYSTEM

Consumers are exposed to several influential stimuli when making a purchase or visiting an exhibition. To obtain quantifiable data on their impact, we make video recordings in a way that neither violates ethical guidelines nor identifies individuals.

Using machine learning on high-resolution images, we detect and record the number of visitors, the observed objects, the frequency and the span of attention. The analysis of the obtained data sets is also assisted by AI.

VISION

With the help of the model we have developed, our partners have the opportunities to get to know the areas that their consumers/visitors consider most interesting, as well as to monitor the movement of individuals. But why stop developing here if building on these existing models, we might also be able to collect and analyze data based on the age and gender behaviour of the observed target group? The most outstanding advantage of the technology is that by assessing today's habits, we can also predict the behaviour of our future customers based on one or more selected characteristics.

