

# Smart Signage AI Solution

- Advertising analysis artificial intelligence solution
- Analysis of advertisement interest based on human gaze recognition artificial intelligence technology
- Object recognition, object tracking, object property recognition, object statistics



- 1 Situational awareness of people
- 2 Analysis of interest in content
- 3 Viewer's gender and age analysis
- 4 Statistical analysis by time and day of the week
- 5 Content expression according to the situation

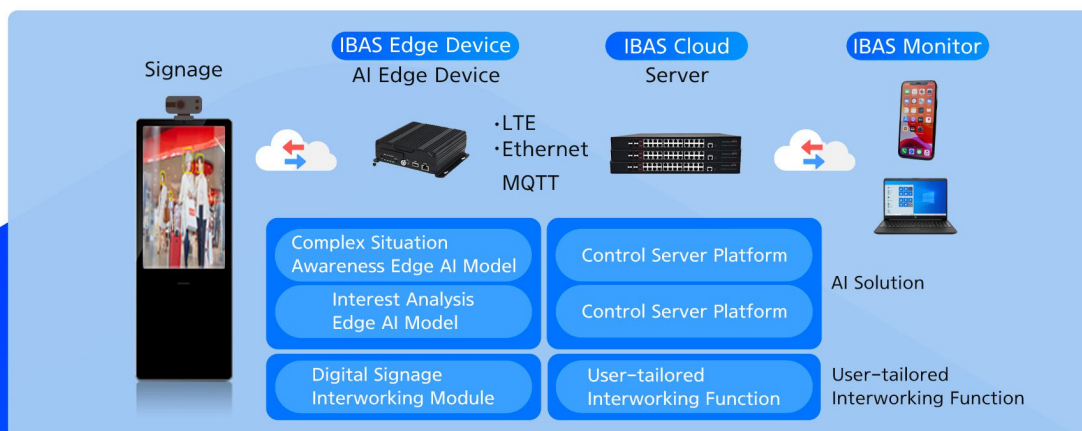


## Advertising Analytics AI Solution

- Intelligent Behavior Analysis System (IBAS) based on human gaze recognition technology
- Statistics on people based on object recognition AI model
- Gender, age, and facial expression recognition based on face recognition AI model
- Correction of duplicate counting errors based on face recognition AI model
- Analysis of interest in each advertisement, store product, exhibit, and kiosk based on object tracking and eye recognition AI model
- Cloud IoT platform-based data collection/control/management to operate as a solution without restrictions on scalability

## Functions of Solution

The recognition and analysis functions of AI solutions that support functions such as person recognition, object tracking, gender/age/expression recognition, and gaze recognition operate independently from digital signage, and only the result information is transmitted to the digital signage to display the image. In addition, the information collected from the control server is provided to the CMS to manage digital signage data statistical information.



## Patent and AI Business Performance

- Application of patented situational awareness function
- Development of AI application situation awareness technology in edge network
- Achieving 99% accuracy in vehicle model recognition in fog and night environments
- Applying AI traffic pattern analysis technology to illegal camera detection system