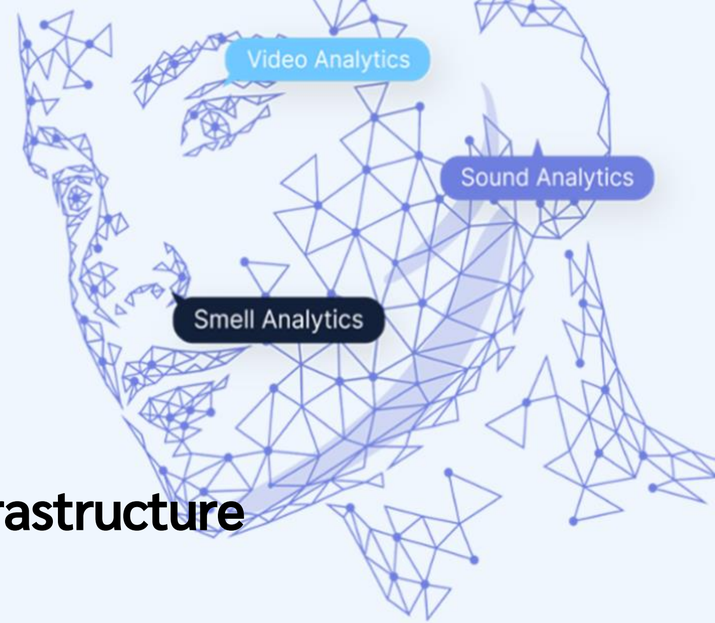
iOmniscient

Dwell Time

Understand customer movement, dwell and staff interaction

iOmniscient

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iOmniscient

The Retail Journey

Understand where customers go and what interests them

WHAT THE JOURNEY REVEALS



- ✓ Understand what your customers are really interested in
- ✓ Customers’ visiting frequency, popular footpaths
- ✓ Understand how long they spend in different sections of the store
- ➞ Their demographics and staff interaction
- ➞ Maximize your marketing and sales productivity and revenues





iOmniscient

Segment and Measure

Anonymous journeys become statistically meaningful insight

01 MEASURE

Estimate **gender and age** group for multiple individuals **simultaneously**, even large groups at a distance.

02 ANONYMOUS SHOPPER PATH

Anonymously mark each customer and measure travel from one point in the store to another. Compare **how long** different types of customers spend in specific sections at various times.

03 INTERPRET

Follow customer footpaths and the extent of staff interaction while ignoring staff movement. Analyse statistical significance and present the results on a **meaningful dashboard**.



iOmniscient

Commercial Outcomes

Measure programs and staff productivity



OBSERVED SHOPPER INFORMATION

Dwell, movement and customer interactions

MARKETING EFFECTIVENESS

Measure and improve the effectiveness of marketing programs in a store

STAFF PRODUCTIVITY

Understand staff productivity

iOmniscient

Privacy by Design

Protected video streams and no operator recognition



INTERNATIONALLY PATENTED

Dwell Time in a Crowd

MEASURE DWELL

Understand how customers spend time in the store

Extracts information on how customers spend time in the store.

PRIVACY PROTECTED

IDENTITY PROTECTED

Video streams are privacy protected so no individual can be recognizedby any operator of the system.

GDPR COMPLIANT

Dwell Time system is GDPR compliant

iOmniscient

Minimal Infrastructure

Powerful real-time analytics with minimal requirements

The system can operate:



100

UP TO 100 PERSONS IN VIEW

in very crowded scenes



25 – 30m

AT LONG DISTANCES

(25 to 30 m)



2 MP

ON LOW RESOLUTION CAMERAS

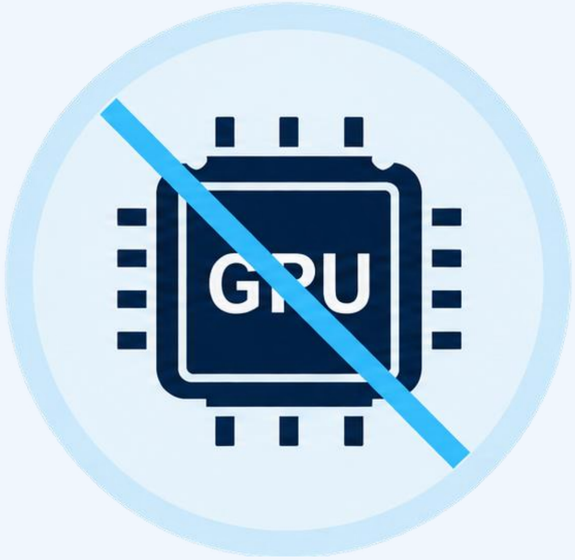
(2 megapixel)

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Lean Infrastructure

Real-time tracking with lighter deployment demands







The system is less expensive to implement than less intelligent systems and helps reduce the cost of infrastructure required.

No GPUs are required for real time tracking.

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Experience and Scale

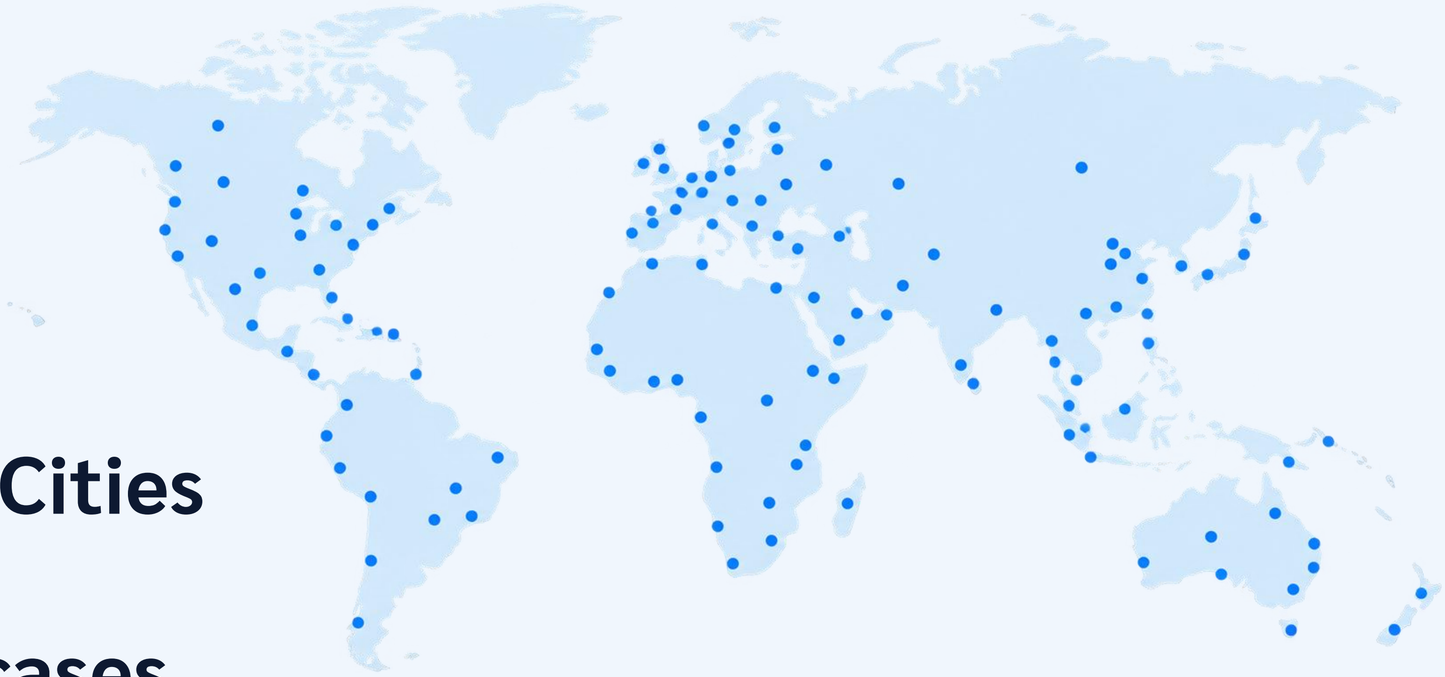
A proven range of implementations

70+ Countries

30 Industries

Used by 75 Smart Cities

300+ Proven use cases



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About iOmniscient

Partnership

All iOmniscient Products run exclusively on Intel based computing hardware using OpenVINO™

- The use of Advanced AI technology that goes beyond Deep Learning enables iOmniscient to run its systems without the need for 3rd party GPUs.
- This reduces the power required by a factor of 16 – resulting in a 16-fold reduction in the carbon footprint.
- This is just one part of a multi-faceted program to help customers to implement Sustainable Systems.

www.iomni.ai

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About iOmniscient

- iOmniscient is an **Ethical AI** company.
- It offers **multi-sensory (video-sound-smell) Artificial Intelligence based analytics for Autonomous Systems.**
- It focuses on ensuring **Outcomes** for its customers.
- With **over 2 decades of experience,** iOmniscient systems have been demonstrated to be **robust,** operating with high accuracy and few false alarms specially in **complex and crowded** environments.
- By design, its systems **reduce the cost of infrastructure** required:
  - they can use existing cameras
  - they require fewer cameras with lower resolution
  - they require 90% less storage and network bandwidth
  - they are computing light and require no GPUs
  - they allow autonomous operations requiring fewer personnel to operate
- iOmniscient has implemented projects in **70 countries.**
- With over **70 international patents** many of its capabilities are unique and unavailable from any other source.





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