iOmniscient

iQ-Adaptive Signage

Advertising matched to the people approaching a display



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Advertising That Adapts

Match the message to the group



01 OBSERVE

The display sees groups approaching from a distance and understands age and gender across multiple people.

02 SUMMARIZE

Identify the predominant age and gender demographics.

03 DISPLAY

Select the advertisement for the group’s average demographics.

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One Display, Two Audiences

The ad changes with the approaching group

ADAPTIVE SIGNAGE

YOUNG TEENAGE GIRLS

The display shows lipstick and cosmetics advertising when this group predominates.

OLDER MEN

As the next group approaches, the display shows men’s shirts.



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Operating Range and Infrastructure

Crowded scenes can be analysed with light computing



100

Persons in view, up to

25 TO 30 M

Analyse large groups at long distance.

2 MEGAPIXEL

The system operates with low resolution cameras.

NO GPUs

Analyse in real time without GPUs.

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Privacy Protected

Demographics without operator recognition

Extract demographics. Protect identity.

GDPR COMPLIANT

The Adaptive Display system is GDPR compliant.

PROTECTED STREAMS

Operators cannot recognize individuals in the video streams.

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Commercial Potential

Potential retail outcome

70%

Potential improvement in store revenue

REVENUE

AI powered adaptive signage has the potential to improve store revenues by 70%.

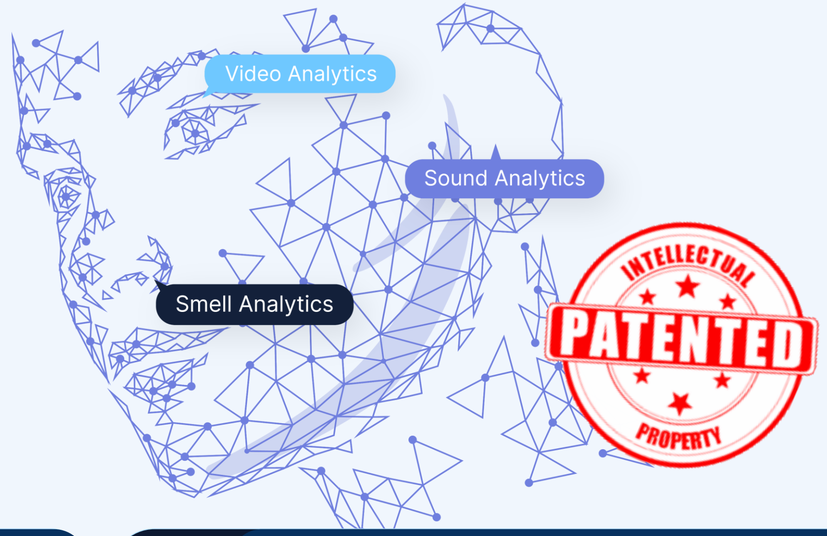
PATENTED CORE

The core technology is internationally patented.

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iOmniscient’s Core Technologies

Company-wide capabilities supporting iOmniscient solutions



01 COST EFFECTIVE

Uses existing
CCTV infrastructure

No GPUs
16×↓ carbon footprint

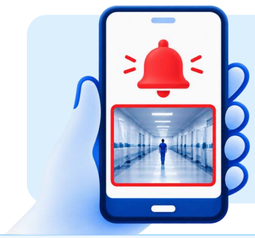
Fewer cameras
Lower-resolution cameras

90% less
Storage and network bandwidth

02 AUTONOMOUS RESPONSE

Detect › **Find** › **Respond**

When there is an event,
the system can find the appropriate responder and tell them where to go and what to do.



They do not require a large control room environment – **a smart phone becomes the control room.**

03 PRIVACY PROTECTION

All systems are privacy protected.

Privacy is never compromised even though the system is aware and can raise alerts for all issues.

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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

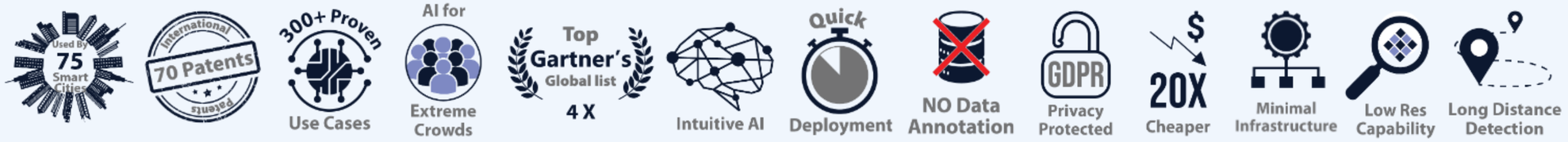
enquiries@iomni.ai

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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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