

ISP

Interactive Signage Platform

Interact & Engage, Innovate User Experience

NEXCOM Audience Analytics Digital Signage Player Boosts Customer Satisfactions

Business intelligence gives retailers a better understanding of customers' behaviors to better adjust and optimize selling strategies accordingly. With the advance of Quividi audience analytics software, retail analytics help retailers securely and accurately measure audience dwell and attention times, estimate their gender and age ranges, turning raw data into actionable business insights.

Supported by 6th generation Intel® Core™ i3-6100U processors, NEXCOM's digital signage player [NDiS B325-SI3](#) can act as a microserver to generate customer insights and offer a superior shopping experience.

Application Diagram

NDiS B325-SI3 with Quividi VidiReports Pro installed



NEXCOM Audience Analytics Digital Signage Player

VidiReports Pro: Automated Audience Analytics



- **Scene analysis:** analyses how many persons are passing by in the scene (Opportunities To See)
- **Viewer counting (impressions):** instantly detects all faces in the scene
- **Face tracking:** tracks faces as long as they remain in scene; delivers dwell time and attention time, position and distance
- **Gender classification** with a 90% precision
- **Age classification:** 4 age classes (child, young adult, adult, senior)

VidiCenter: Online Data Management Platform



- Securely gathers audience and traffic metrics data from NEXCOM digital signage player installed VidiReports
- Builds **informative dashboards**, that gather the most significant **charts** and **KPIs** based on the anonymous audience and traffic data
- Designed with efficiency and simplicity to get instant info
- **Easy configuration** of dashboard in just a few clicks
- **Alerts and diagnostics** for remote management of sensors, with advice on **how to fix** those

Recommended Model

NDiS B325-SI3 Fanless Embedded Computer



- Intel Core®i3-6100U processor for face recognition processing
- Dual HDMI ports supporting 4K resolution for amazing visuals
- Rich I/O interfaces for ease of system integration
- Support -20°C to 50°C for outdoor/semi-outdoor applications
- Fanless design for noise-free operation

Ordering Information

NDiS B325-SI3-QV (PN: 10W00B32508X0)

Audience analytics solution with Win10 IoT Enterprise 2015 LTSB, Quividi VidiReports Pro and VidiCenter cloud data management platform access for two years

* Camera is not included in the package, end users need to install suitable FHD USB or IP camera depends on diverse applications.

Datasheet



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