

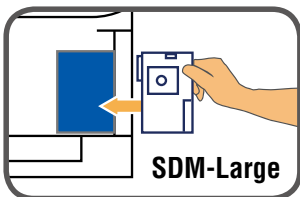


Smart Marketing - Digital Signage with Facial Recognition

HIGHLIGHTS



SDM-7100L



SDM-Large



AUO 55" LED Monitor (PFSDM55A)

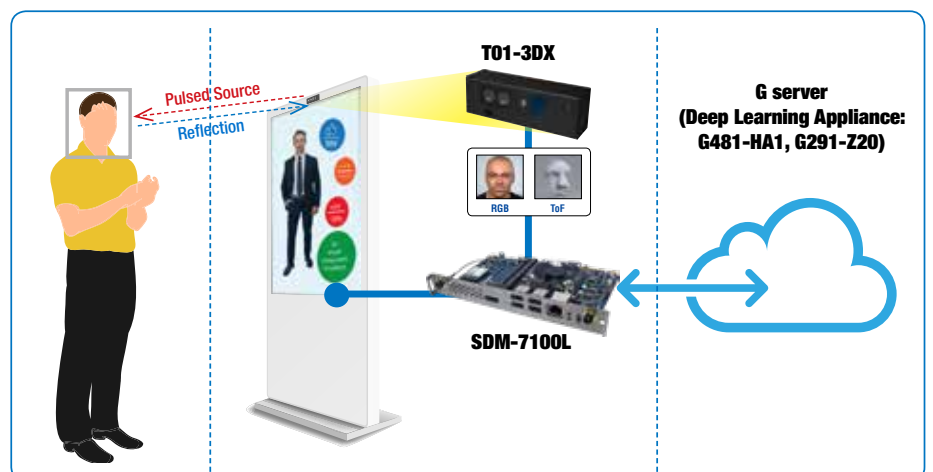


Smart Marketing - Smart Digital Signage Solution:



The Digital Signage with Smart Facial Recognition system and ToF camera can detect a person's activities within 5 meters in front of the monitor at anytime. When someone looks at the monitor for longer than 2 seconds, the Smart Facial Recognition system will identify its audience and starts doing analysis on the audience's status every second. The system will play different advertisements for this audience according to location, age, gender and other information which is analyzed from the Smart Facial Recognition system.

Through this Smart Display solution, advertisers can obtain useful information about the audience, for example, the number of audience members and the length which the advertisement was watched. It can assist Advertisers to make strategy decisions based upon audience reactions to their advertisement.



HIGHLIGHTS



Gigabyte will showcase its smart digital signage solution:

Focus on the eyes

The GIGABYTE SDM-7100L is powered by the Intel® Core™ i3-7100 processor, which delivers enhanced display performance for sharper images and richer colors, combined with AUO (PFSDM55A) high contrast, colorful and slim Smart Display Ready 55" LED 4K screen, showing more realistic image content, so Gigabyte smart digital signage can provide the best image playback effect, attracting most people to stop and watch, to achieve the effect of collecting customers.

Accurate Marketing

The Gigabyte SDM-7100L is equipped with a flying face recognition system and a 3D lens to analyze and judge the gender and age of the audience. In addition, it also provides a powerful computing performance G server (Deep Learning appliance: G481-HA1, G291-Z20). The application, the SDM-7100L obtains the returned face recognition data through the edge calculation, performs the flow calculation and analysis, and obtains the big data analysis of the advertisement preference by the AI deep learning, and immediately pairs the analysis result according to the analysis result. The information is presented to the right audience. Gigabyte's smart digital signage can instantly analyze the customer's attributes and play the right videos to achieve true marketing performance!

Success Case

Gigabyte cooperates with Taishan Enterprise Co., Ltd., a excellent food company in the local area, to provide advertisements for 4 age groups and 2 gender zones according to age and gender. There are 8 kinds of film content, which makes Taishan enterprises here. In the cooperation, the product information can be accurately deliver to the right consumers, and through the collection and analysis of big data which product development and marketing strategy can be more effective reference value, because of the great benefits brought by the choice of smart marketing.

Gigabyte's SDM-L Solution provides advertisement an excellent experience smart marketing solution.