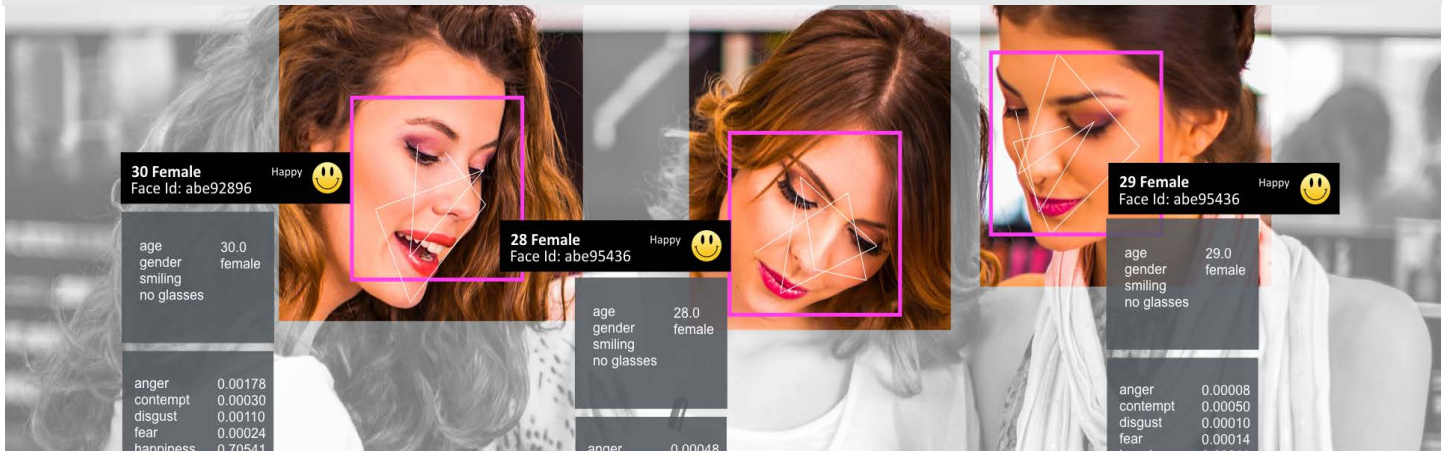




VSBLTY DataCaptor™

Anonymous Audience Measurement & Impression Metrics

The world leader in Proactive Digital Display™, transforming retail, public spaces and place-based media networks with SaaS-based audience measurement and security software utilizing artificial intelligence and machine learning.



DataCaptor leverages camera and sensor technology with artificial intelligence (machine learning and computer vision) to provide real-time analytics and audience measurement. When DataCaptor is coupled with our CMS (VisionCaptor™) it delivers custom triggered content based on who the camera “sees”, either by demographics, sentiment or identity.

All elements of the path to purchase are measured by DataCaptor, using advanced optics and sensors to provide objective, real-time, qualitative measurement and analysis in retail and other spaces.

Not only does DataCaptor report demographics like gender, age range and sentiment, but it also gathers key analytics including dwell time, total impressions, percent looking at the screen, content interaction, as well as footfall traffic and heat maps.

Anonymous Data Collected

- People Count (Impressions)
- Dwell Time
- Gender
- Age Range
- Emotional Sentiment
- Recurring Visitors (with full anonymity)
- Content Touches

A Totally Ubiquitous SaaS Solution

- CMS Integration through RST API
- Demographically triggered content
- Identity-based content triggers (with opt-in)
- Conforms with all federal and state privacy laws
- Integrates into any directly connected camera system, or CCTV (IP)

The Versatility of VSBLTY

DataCaptor can be used in conjunction with VisionCaptor (VSBLTY’s CMS), or it can interface with foreign CMS software platforms and be used as the analytics and measurement component.

The software leverages Microsoft AZURE with BI reporting tools. Using Microsoft Power BI, VSBLTY provides both a batch dashboard and a real time dashboard.

All existing cameras are compatible with the DataCaptor software module, including USB-attached and IP cameras — both short and long distance, static or PTZ.

Retail • CPG • Sports • Casino • Smart Cities

For more information contact us at:
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