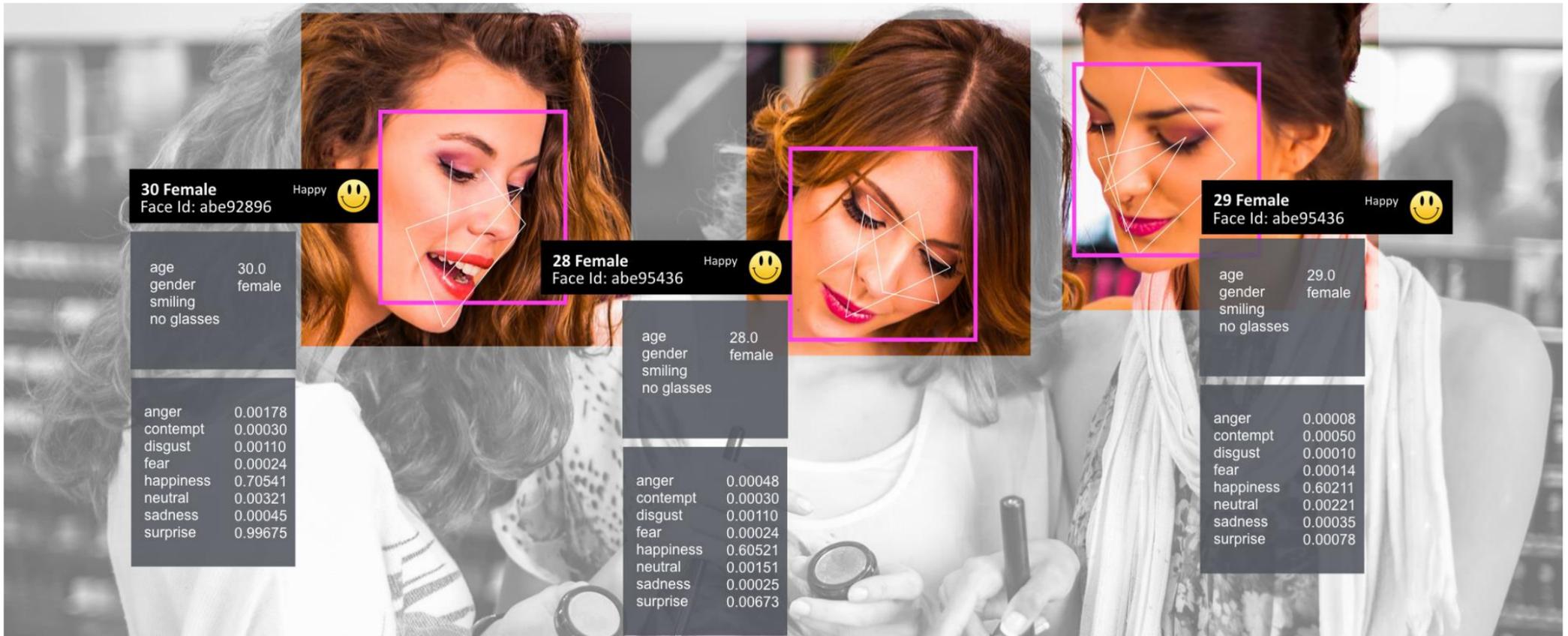


# VSBLTY DataCaptor™

## Anonymous Audience Measurement & Impression Metrics



## Facialanalytics and audience measurement including sentiment

VSBLTY DataCaptor™ gives retailers and brands the power of instant information.

DataCaptor™ measures all elements of the path to purchase using advanced optics and sensors to provide objective, real-time, qualitative measurement and analysis in retail and other spaces.

### Anonymous Data

#### Measure Body Count (Impressions)

- Dwell Time
- Gender
- Age Range
- Emotional Sentiment
- Recurring Visitors
- Touch Point

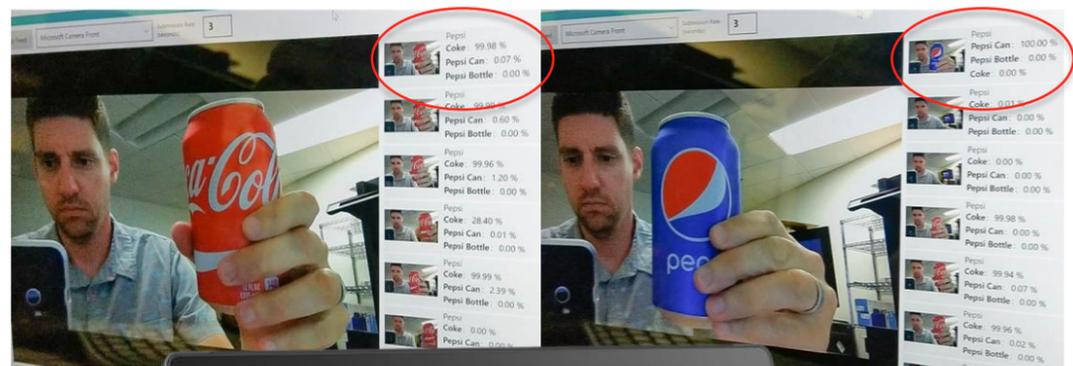
enrolled object including firearms. Also, VSBLTY national and regional detection database for public safety (identifies known Persons Of Interest).

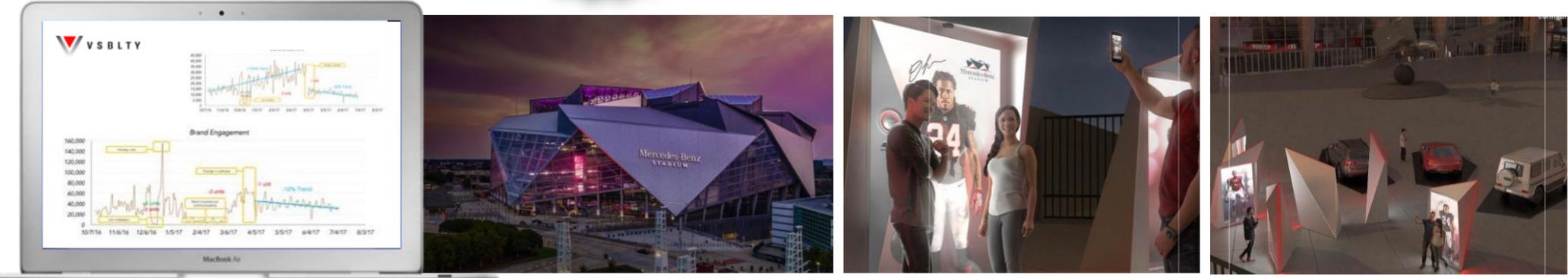
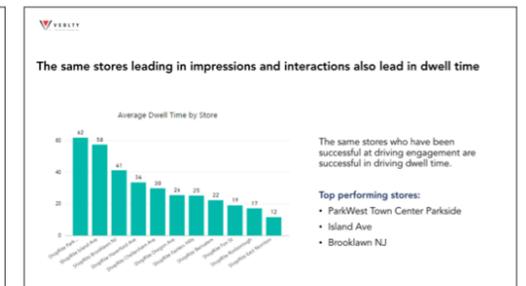
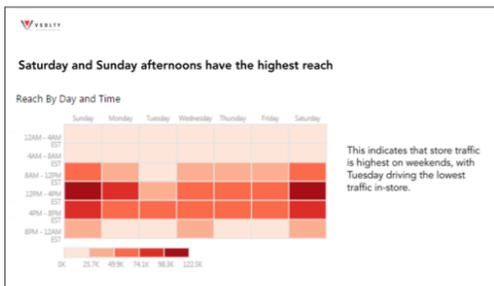
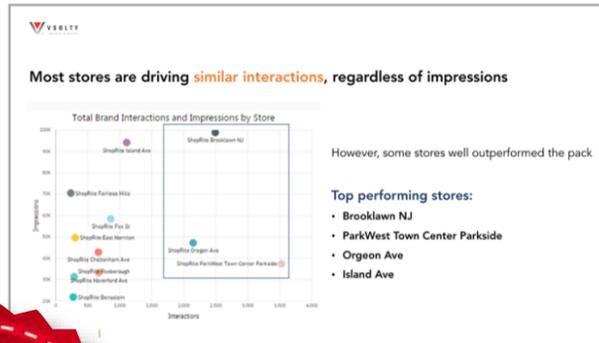
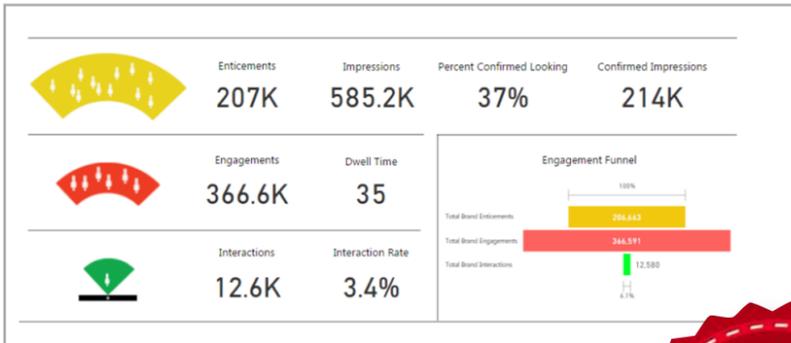
### A Totally Ubiquitous SaaS Solution

- Integrates with any legacy CMS
- Demographically triggered content
- Identity-based content triggers (with opt-in)
- Conforms with all federal and state privacy laws
- Integrates into existing CCTV cameras

### Advanced Object Recognition

Custom machine learning application that can identify any





## Award Winning Form Factors and Unparalleled Analytics Making VSBLTY the Intersection of Marketing and Security

VSBLTY has created solutions for global brands and top US companies. To view these installations in action, simply click the links below.

### VIDEO SHORTS

<https://bit.ly/2kWpINk>

<https://bit.ly/2nrWvWT>

