

Total Attention Time

517 K

seconds +2415.2% ↑

Watchers

229,892

persons +4214.7% ↑

# viana™

a meld<sup>cx</sup> product

Total Dwell Time

1,310 K

seconds +3652.2% ↑

## It's your own data science team in a box.

OTS

432,952

persons +4125.5% ↑

Conversion Ratio

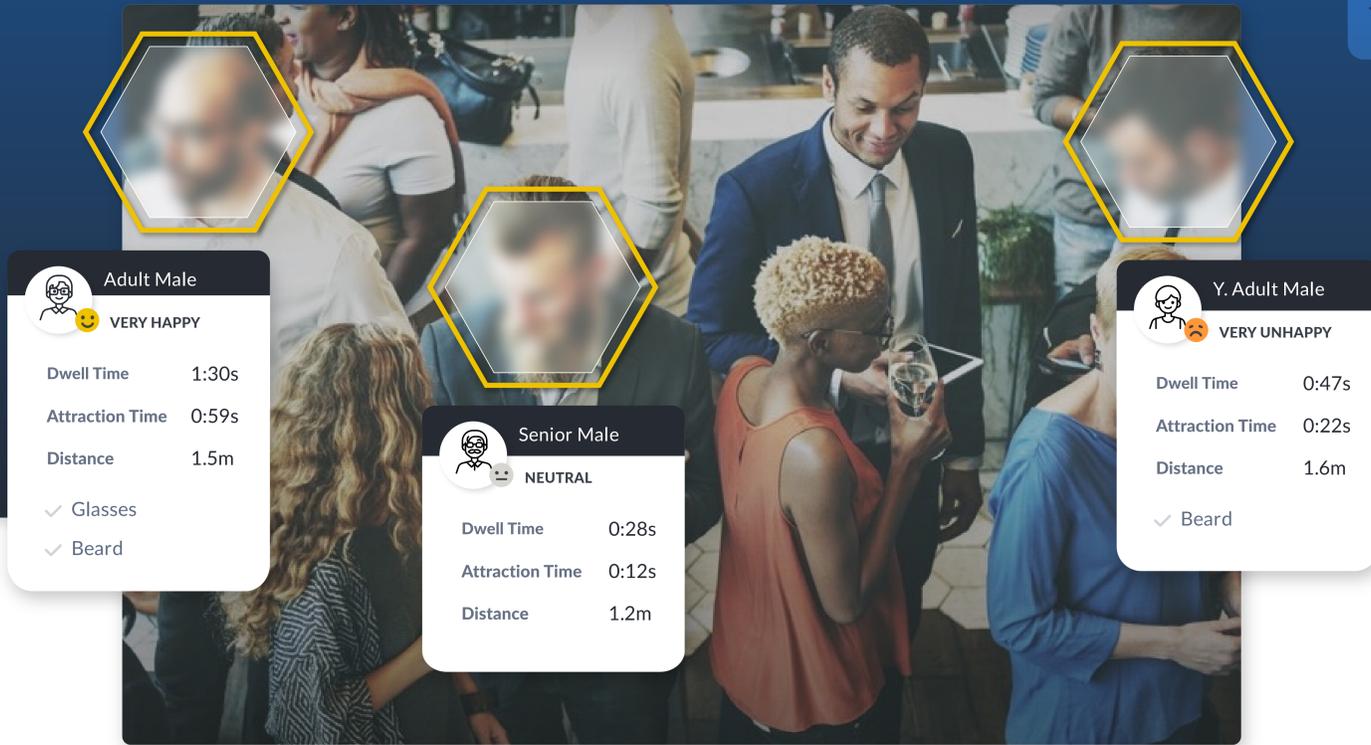
52.1%

-16.1% ↓

Attraction Ratio

39.5%

-25.7% ↓



viana™ is an integrated and ready-to-deploy solution that lets you use data to tell meaningful stories about your customers, and empowers you to make insightful and data-driven business decisions.



### ANONYMOUS VIDEO ANALYTICS

High performance face mapping extracts predefined human data without keeping any identifiable information.



### ACTIONABLE DATA STORIES

viana tells descriptive stories about your business, such as store performance, customer behaviour, and visitor activity.



### REAL-TIME ANALYTICS

viana brings you up-to-date insights right on your preferred device anytime, anywhere.



### DIGITAL SIGNAGE READY

viana is CMS-agnostic and can seamlessly integrate into any existing screens you have - no need to replace anything.



### ONE-CLICK INSTALL

Say goodbye to a million clicks and pop-outs, and say hello to an up-and-running viana before your coffee gets cold.



### SINGLE PANE OF GLASS

Your very own portal lets you access all your sites and cameras, view network performance, and extract insight reports.

## Giving you the right insights anytime, anywhere, and on any device.



Our advanced vision AI captures human characteristics based on preset parameters, and uses edge inferencing for faster data processing.



High-powered servers host our secure data warehouse and harness the latest cloud computing technology to produce accurate real-time reports.



Automated data analysis and visualisation create insights and actionable data stories for business leaders, managers and staff.



# Turn your data stories into actionable insights.

## Get to know your audience



### Young Adult Male

26 years old  
Happy mood



### Adult Female

39 years old  
Neutral mood



### Child Male

8 years old  
Happy mood

Understand your customers through advanced audience analytics. Build your customer profiles based on real data from actual store engagement, and define target segments for better-focused customer journeys.

## And just exactly what they like

Gain an understanding of what your customers like to see, and which channels they prefer. Knowing where they are likely to be empowers your team to create the right messaging at the right time to the right target audience.



### Winter Promo Campaign

Best content performance



### Discovery Zone

Highest traffic area



### 11 AM to 12 NN

Busiest store hours



### LITE

Anonymous audience measurement designed for plug-and-play

- ✓ Tracking up to 8 meters
- ✓ Anonymous audience tracking
- ✓ 3-year warranty

### ESSENTIAL

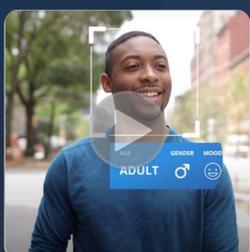
Anonymous audience measurement with customisable insights reports

- ✓ Tracking up to 15 meters
- ✓ Anonymous audience tracking
- ✓ Audience flow tracking
- ✓ 3-year warranty

### MAX

Digital signage integration and smart content triggering based on current audience

- ✓ Supports signage platform integration
- ✓ Anonymous audience tracking
- ✓ Audience flow tracking
- ✓ Content effectiveness
- ✓ 3-year warranty



Watch the clip

Interested? Talk to us!

Or give us a call: 1300 635 329

Or send an email: [marketing@meldcx.com](mailto:marketing@meldcx.com)

[www.meldCX.com/viana](http://www.meldCX.com/viana)

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