



**Fraunhofer**

IIS

FRAUNHOFER INSTITUTE FOR  
INTEGRATED CIRCUITS IIS

## **AVARD – ANONYMOUS VIDEO ANALYTICS FOR RETAIL AND DIGITAL SIGNAGE**

[WWW.IIS.FRAUNHOFER.DE/AVARD](http://WWW.IIS.FRAUNHOFER.DE/AVARD)



# AVARD – KNOW YOUR CUSTOMERS AND TARGET GROUPS

Many buying decisions of consumers are made at the point-of-sale: As a result, point-of-sale communication and in-store media become more and more important. AVARD (Anonymous Video Analytics for Retail and Digital Signage) – the smart video analytics system developed by Fraunhofer IIS is designed for analyzing the composition of the customer base, the customer behavior as well as their dwell and attention time.

At the heart of the system is SHORE™, a software solution that can analyze the facial expressions of a person or group of people and estimate their age and gender in real time.

## **100 % Privacy by Design**

The AVARD system does not transmit video sequences but only metadata. Thus, the public's private sphere is completely protected. In 2015, AVARD has been certified with the ePrivacyseal for compliance with German data protection law.



## **AVARD – ideal partner for In-store media and PoS-communication**

- Generating in-depth shopper insights through anonymous metadata
- Sales increase by placing advertising signage and products in line with customer demand
- Plug and play, no additional infrastructure costs
- Customer monitoring in real-time

## **How to provide the best customer experience**

The more you know about your customers, meet their needs and reflect their desires, the more loyal they become to your business. AVARD supplies you with the relevant data in order to get a better sense of who they are and what they want.

The system helps you to focus your advertisement on a specific demographic or target audience and to process price adjustments or price matching on select merchandise in real-time.

Feel free to contact us for more information:

**[www.iis.fraunhofer.de/avard](http://www.iis.fraunhofer.de/avard)**

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