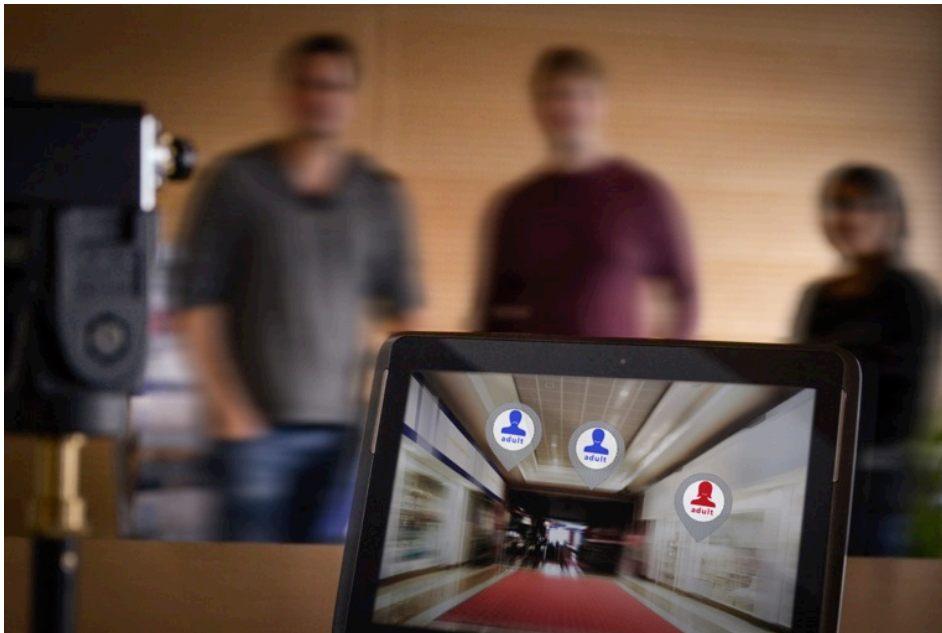


PRESS RELEASE

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Fraunhofer IIS presents an intelligent sensor for anonymous video analysis at the MWC in Barcelona

Erlangen/Barcelona, February 27, 2015 – Mobile World Congress, Hall 7, Exhibit Booth 7G31: At the Mobile World Congress MWC being held on March 2–5, 2015, the Fraunhofer Institute for Integrated Circuits IIS will premier an intelligent sensor for carrying out anonymous video analyses. Referred to as AVARD (Anonymous Video Analytics for Retail and Digital Signage), the system does not transmit video sequences and instead sends only anonymous metadata. The system has been entered for certification with the European Privacy Seal (EuroPriSe) for data protection in compliance with the European regulations on privacy and data security through an independent and transparent evaluation and validation process. AVARD is designed for analyzing customer behavior and can be used with digital advertising platforms or in retail stores.



AVARD – anonymous video analysis for digital signage and retail environments

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www.iis.fraunhofer.de/pr.

Head of Corporate Communications

Thoralf Dietz | Phone +49 9131 776-1630 | thoralf.dietz@iis.fraunhofer.de | Fraunhofer Institute for Integrated Circuits IIS |
Am Wolfsmantel 33 | 91058 Erlangen, Germany | www.iis.fraunhofer.de

Editorial notes

Wolfgang Thieme | Phone +49 9131 776-5131 | wolfgang.thieme@iis.fraunhofer.de | Fraunhofer Institute for Integrated Circuits IIS |
www.iis.fraunhofer.de

FRAUNHOFER INSTITUTE FOR INTEGRATED CIRCUITS IIS

Online advertisers and operators of online sales platforms enjoy numerous ways to analyze the composition and behavior of the customer base. In contrast, brick-and-mortar retailers and digital signage operators usually have much less information about their customers. With the development of the AVARD system, Fraunhofer IIS aims to help the retail industry acquire this missing information. At the heart of the system is SHORE™, a software solution that can anonymously analyze the facial expressions of a person or group of people to estimate their age and gender in real time. Fraunhofer IIS will be premiering an integrated AVARD solution in the form of a compact intelligent sensor at the 2015 MWC. The solution eliminates the need to transmit the video data and analyze it on a computer. Because AVARD merely transmits metadata or statistics, the public's private sphere is completely protected. Wolfgang Thieme, head of the Digital Camera Systems group at Fraunhofer IIS says: "With AVARD, Fraunhofer IIS is providing an advanced tool for anonymous video analysis. Retailers benefit from improved customer analyses while ensuring that the customer's private sphere is protected."

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Crowdsense

Together with the Center for Digital Technology & Management (CDTM), a joint effort between the Ludwig-Maximilians University Munich and the Technical University Munich, a concrete application scenario and business model was created based on the Fraunhofer IIS technology, including the acquisition of customer feedback. The result was Crowdsense, a business concept that illustrates the potential and practical application of this technology and how it ties to the needs of the market.

Additional information: <http://vimeo.com/101956038>.

Benefits for the retail industry

Understanding customers, knowing how they tick and what they like; the AVARD video analysis tool supplies this and other information. What is the age group of the customers in the store at the moment and how many are there? Are there more women or men? Do they appear to be under stress or are they relaxed? This information allows the retailer to satisfy the needs of the customer in a more targeted fashion. Placing advertising signage and products in line with the customers increases not only sales, but also customer loyalty. Another benefit is that the system does not require an additional processor, which reduces the time and effort for setting up the necessary infrastructure. The system is currently undergoing certification to ensure compliance with German privacy protection laws.

FRAUNHOFER INSTITUTE FOR INTEGRATED CIRCUITS IIS

Interested visitors can get a first-hand look at the features and capabilities of the system through a live demo at two upcoming trade fairs: from March 2–5, 2015, at the Mobile World Congress in Barcelona, Spain (hall 7, exhibit booth 7G31) and from March 16–20, 2015, at the CeBIT in Hannover, Germany (hall 9, exhibit booth E40).

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IN COOPERATION WITH



The **Fraunhofer-Gesellschaft** is the leading organization for applied research in Europe. Its research activities are conducted by 66 institutes and research units at locations throughout Germany. The Fraunhofer-Gesellschaft employs a staff of nearly 24,000, who work with an annual research budget totaling more than 2 billion euros.

Founded in 1985, **Fraunhofer Institute for Integrated Circuits IIS** in Erlangen, Germany, ranks first among the Fraunhofer Institutes concerning headcount and revenues. As the main inventor of mp3 and universally credited with the co-development of AAC audio coding standard, Fraunhofer IIS has reached worldwide recognition. In close cooperation with partners and clients the Institute provides research and development services in the following areas: Audio & Multimedia, Communications Systems, Energy Management, IC Design and Design Automation, Imaging System, Medical Technology, Non-destructive Testing, Positioning, Safety and Security Technology, Sensor Systems plus Supply Chain Management.

More than 830 employees conduct contract research for industry, the service sector and public authorities. Fraunhofer IIS with its headquarters in Erlangen, Germany, has further branches in Dresden, Fuerth, Nuremberg, Coburg, Deggendorf, Ilmenau, Wuerzburg, Bamberg and Weisshausenfeld. The budget of 108 million euros is mainly financed by projects. Less than 25 percent of the budget is subsidized by federal and state funds.

Detailed information on www.iis.fraunhofer.de/en.