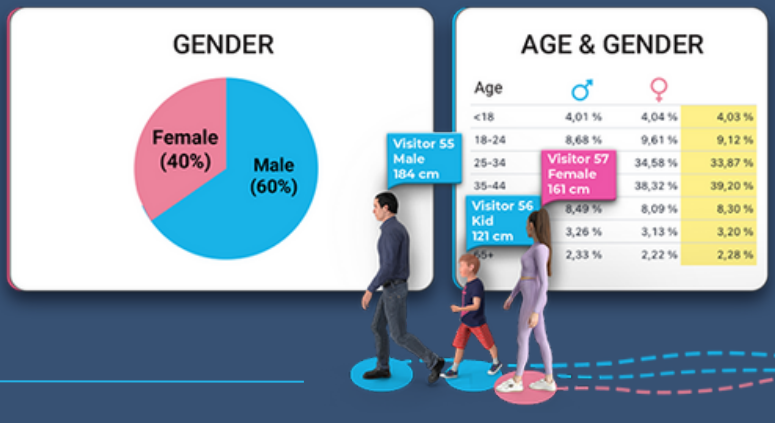
DISCOVER THE
COMPLETE SOLUTION:

Demographics



1 DISCOVER CUSTOMER DEMOGRAPHICS

Our applied sensor technology is designed to distinguish between men and women, enabling you to predict their shopping trends and target them with effective marketing. This way, you get even more out of your people counting solution.

2 MAKE THE RIGHT CHOICE

Our software displays your visitors' demographics, allowing you to gain valuable customer insights that help you make strategic decisions regarding product placement, advertising, and resources.

3 ARTIFICIAL INTELLIGENCE

AI firmware has been trained to visually distinguish between people, whether they are women or men. When the AI extension is activated, the sensor or AI firmware mimics the human eye. Its focus is on facial features, the upper body, and movement patterns.

4 GET ALL THE DETAILS

The smart thing about AI is that it becomes gradually more intelligent as it receives more data. This way, our implemented sensors can provide more and more detailed data about your customers the longer they have been deployed in your business.

5 DATA SECURITY

Furthermore, you never have to worry about data security with our solution. All handling of customer data, including gender and age, is in 100% compliance with GDPR.

vemco group