

# KiwiVision<sup>®</sup> Activity Visualizer

The KiwiVision<sup>®</sup> Activity Visualizer analyzes the duration of motion and dwelling for statistical purposes.

Thus, the most frequented areas in an image become instantly visible. A detailed evaluation provides information about motion traces as well as the most popular dwelling spots.

In a supermarket this objectively measured information can be consulted for the strategic positioning of products. Museums obtain a precise evaluation of the popularity of single exhibits or feedback regarding the visitor flow. In public places the Activity Visualizer can be employed for urban planning as well as for the sale of advertising spaces.

## Fields of Application

- Retail
- Museums
- Public places

## Features

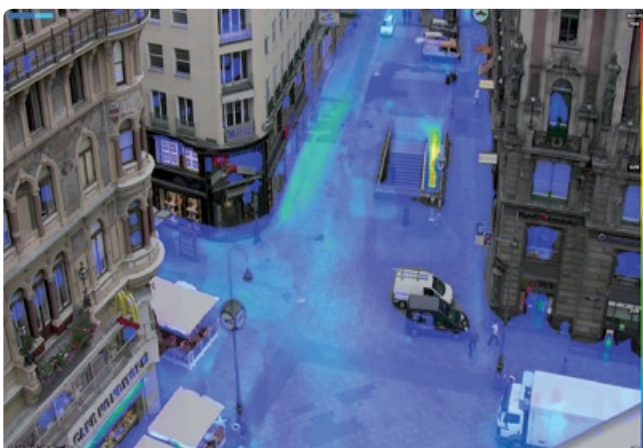
- Visualizes motion and dwelling time
- Objective measurement of hot spots
- Compiles statistical evaluations
- Adjustable duration and intervals of evaluation

### REQUIREMENTS

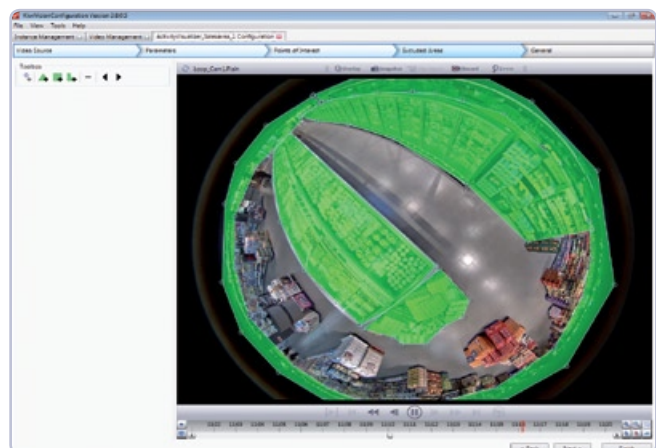
- KiwiVision<sup>®</sup> Connection Platform

- Minimum resolution: 640 x 480 px
- Minimum frame rate: 12 fps

- Minimum object size: 20 x 20 px



The KiwiVision<sup>®</sup> Activity Visualizer in a public area



Areas of analysis can be defined freely