

Scailable.

# Event booth analytics.



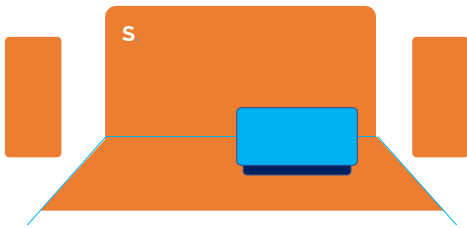
# Scalable. Event booth analytics.

## Events are hardly ever quantified...

You can spend a small fortune on setting up your trade fair booth, staffing the booth, and making sure all your demo's work. But how do you know which events are most valuable? And, how can you optimize your booth to have maximum impact?

## Like page analytics, but in real life.

Track the number of people walking by your event booth on all sides, and track conversions. Within your booth, check which displays attract the most visitors. This vital information helps you optimize your event booth, attract more prospects, and increase the ROI for each event.



- Count the number of people passing by your booth on all sides.
- Identify and optimize attractive displays.
- Identify hot-spots within your booth.
- Find out what drives visitor conversion.
- Compare your performance across events.



## GDPR compliant monitoring

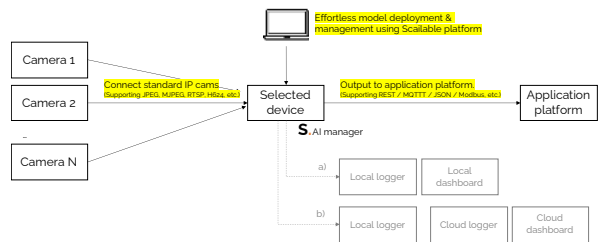
Our event booth analytics solution is fully GDPR compliant; all data processing happens on-site (thus without hidden cloud costs), and no privacy-sensitive data is submitted to the cloud..

## Extendable & modular

Want to know the emotional state of your visitors, or the average age? We can do that without changing your setup.

## Technical details

Using advanced AI models running on selected edge devices we enable our event booth analytics solution. For example, use a single gateway to analyze the data streams from up to 4 IP cameras, fully locally.



- **Suggested local processing hardware:** Advantech ICR32xx, 42/44xx series.
- **Suggested cameras:** The event booth works with virtually any IP camera providing JPEG, MJPEG, RTSP, H264, and a variety of other output formats. You can use our solution with your existing IP cameras. We ensure easy compatibility with the Dahua IPC-HDWxxx series and the Vivotek IB9380-H, CC9380-HV, FD9380H, IT9380-H, and FE9380-HV.
- Local logging and dashboarding, or remote.
- Accuracy > 85% (average precision) for people localization.



## Benchmarking:

Functionality	ICR32xx	ICR42xx
People counting	1.6 FPS	35.2 FPS
Emotion recognition	6.0 FPS	280 FPS
Unique visitors	.4 FPS	8 FPS

**Computational example:** on a single edge gateway (Advantech ICR42xx series), we can locally process up to 6 video streams counting both the passing visitors and identifying hotspots.

## Get started now.

Our software is plug & play. To get started right away, please contact us at [go@scalable.net](mailto:go@scalable.net), or gives us a call at +31 (0) 6 42499591.

Get started at:  
<https://www.scalable.net/>

Or contact us at:  
[go@scalable.net](mailto:go@scalable.net)