POS.AI

ANALYTICS OF POINT OF SALE BY ARTIFICIAL INTELLIGENCE

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What is POS.AI?

POS.AI is an application that recognize and track people at your POS (Point of Sale) via AI - Artificial Intelligence.

At the current stage, the application can easily identify, locate and count people. Recognition of age, gender and mood (demographics) is also possible.

This data can be used to create precise evaluations (KPIs) and find solutions to improve your Events & Business efficiency.

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POS.AI

Position tracking

Get motion analysis of your visitors or count how much potential customers you missed. Track special by you defined areas like "counters", "catering", "product show area" and others to know how much people was there at which time.

Answers to questions like...

How many potential customers missed?

Where was the hotspots?

How long visitors stayed at our booth, POS or special defined area?

At which time we had peaks?

How many people was at my sales representation (counter) and need we to improve number of sales managers?

How many people interact at which time with my products, which product is more interesting?

POSITION

| TIME | PERSON-ID |
| 09:00 | 18 |

| COORD-X | COORD-Y |
| 138 | 327 |

ACTIVITY

LOCATION
Counter

DURATION OF STAY
125 sec.

POSITION

| TIME | PERSON-ID |
| 09:00 | 4 (sales) |

| COORD-X | COORD-Y |
| 140 | 320 |

ACTIVITY

LOCATION
Counter

DURATION OF STAY
21 sec.

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Visitor presence

Commercial Area	ALL 2 DAYS

Day 1   Day 2

10:00   13:00   16:00   18:00

TOTAL VISITORS	AVG VISITORS / HR
2301	131

Lounge	11:30 – 11:42

PERSON	TRAVEL DISTANCE
ID-12 (New visitor)	98 ft

Coffee Bar	WHOLE DAY

| TOTAL PEOPLE IN AREA	PEOPLE IN QUEUE AREA
285	112

Detailed visitor numbers for each day, zone and even individual areas

The line chart shows you how many people visited your booth / zone / area. Go deeper by compare days & times.
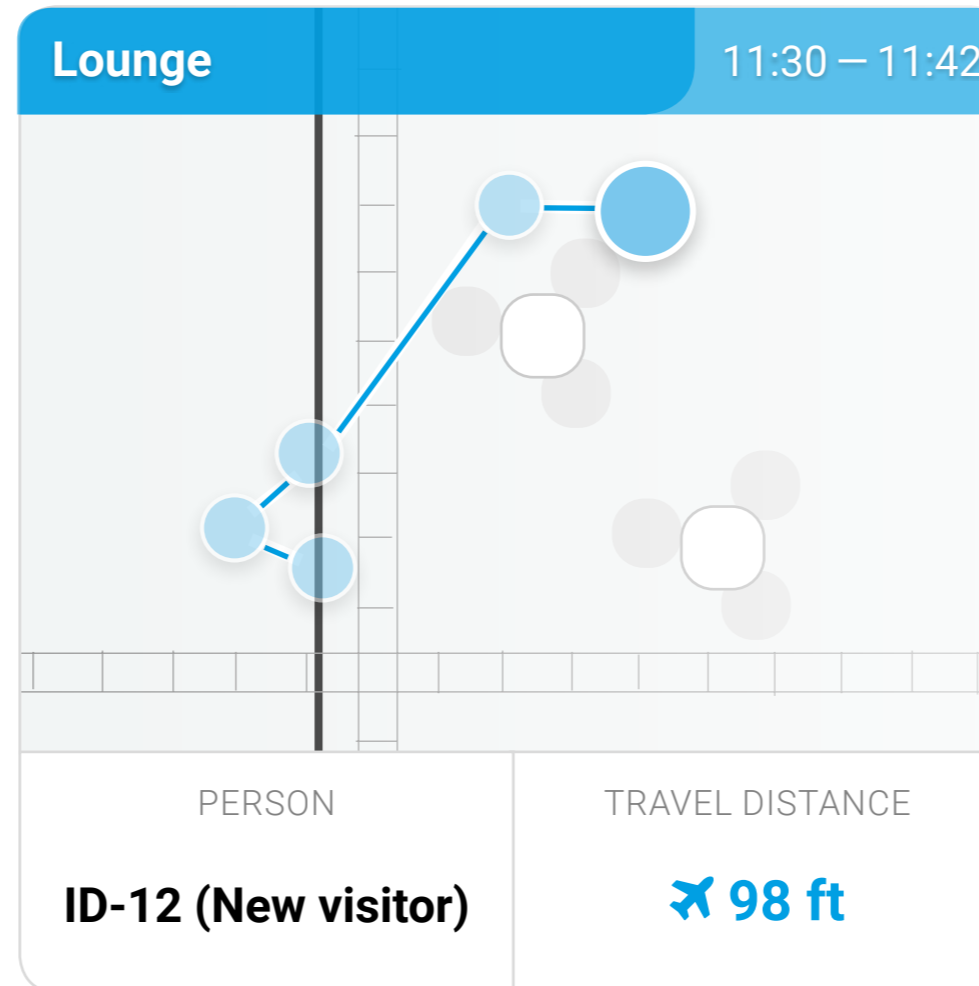
Record the exact position and walking distance of an individual person
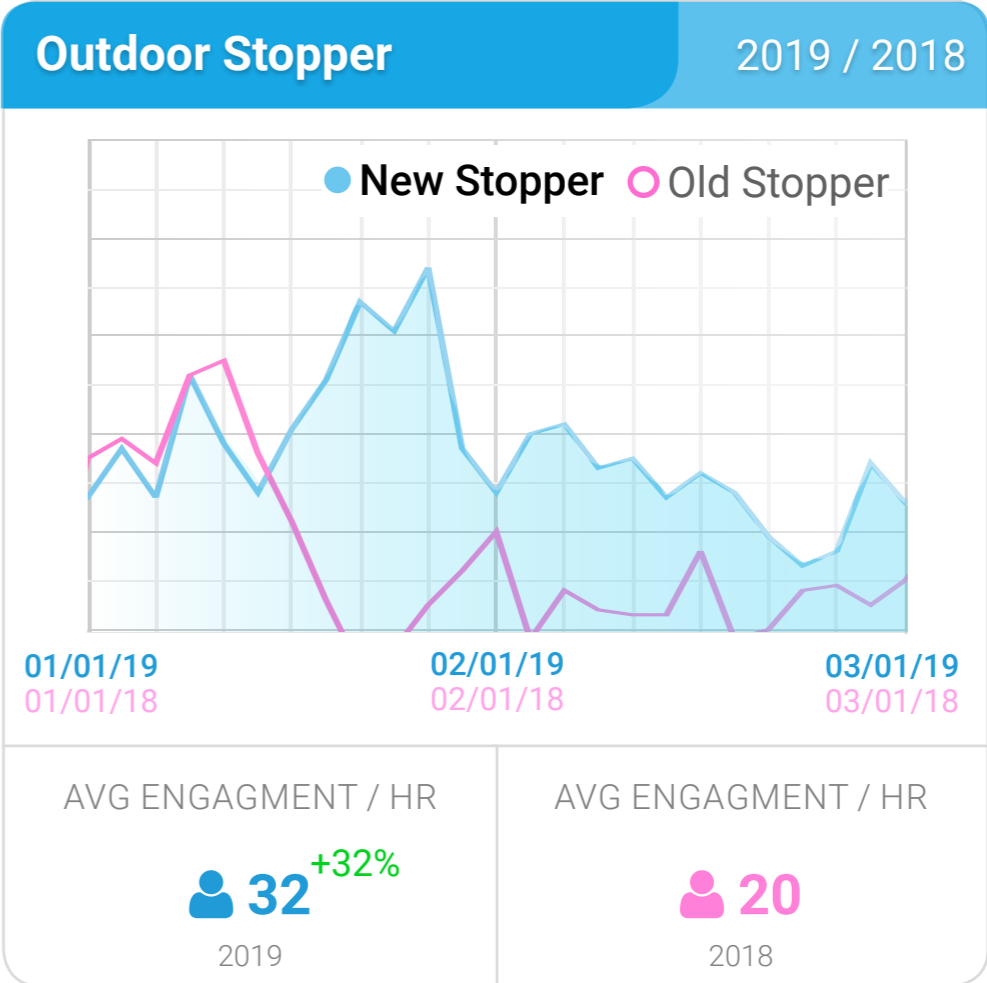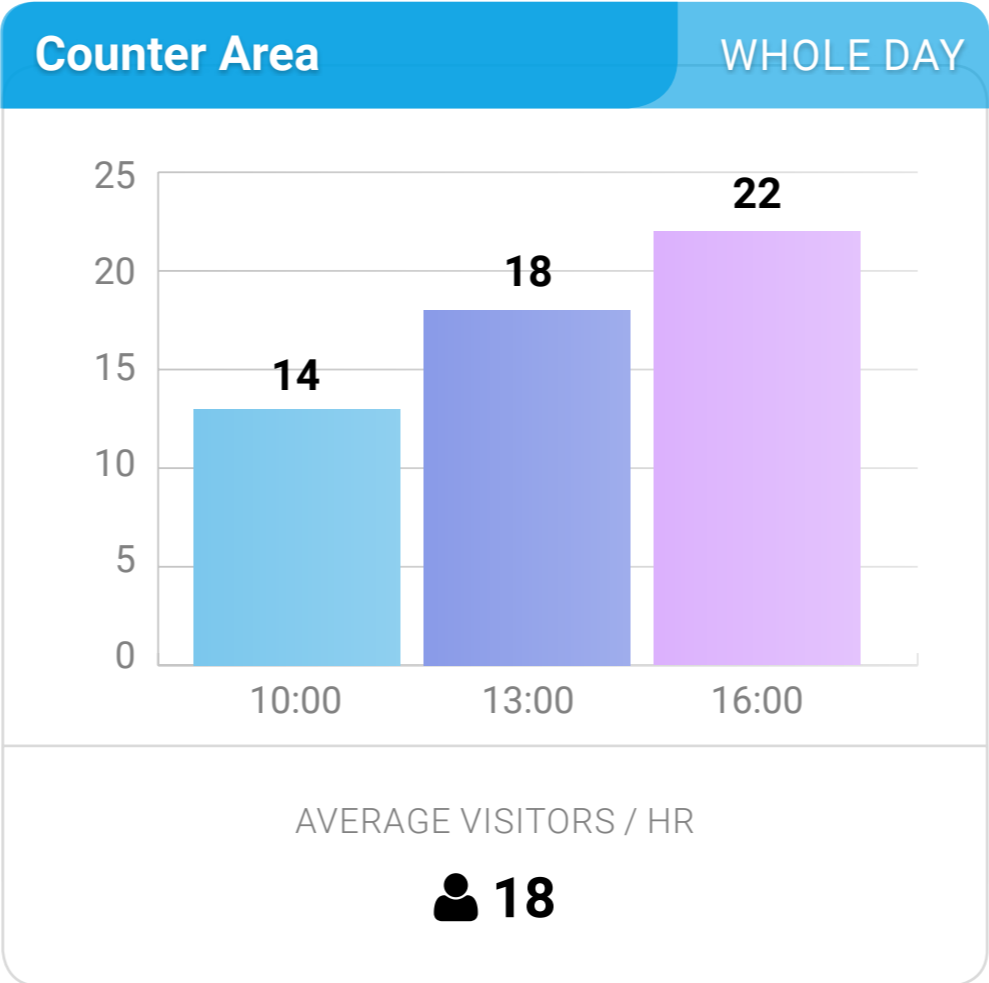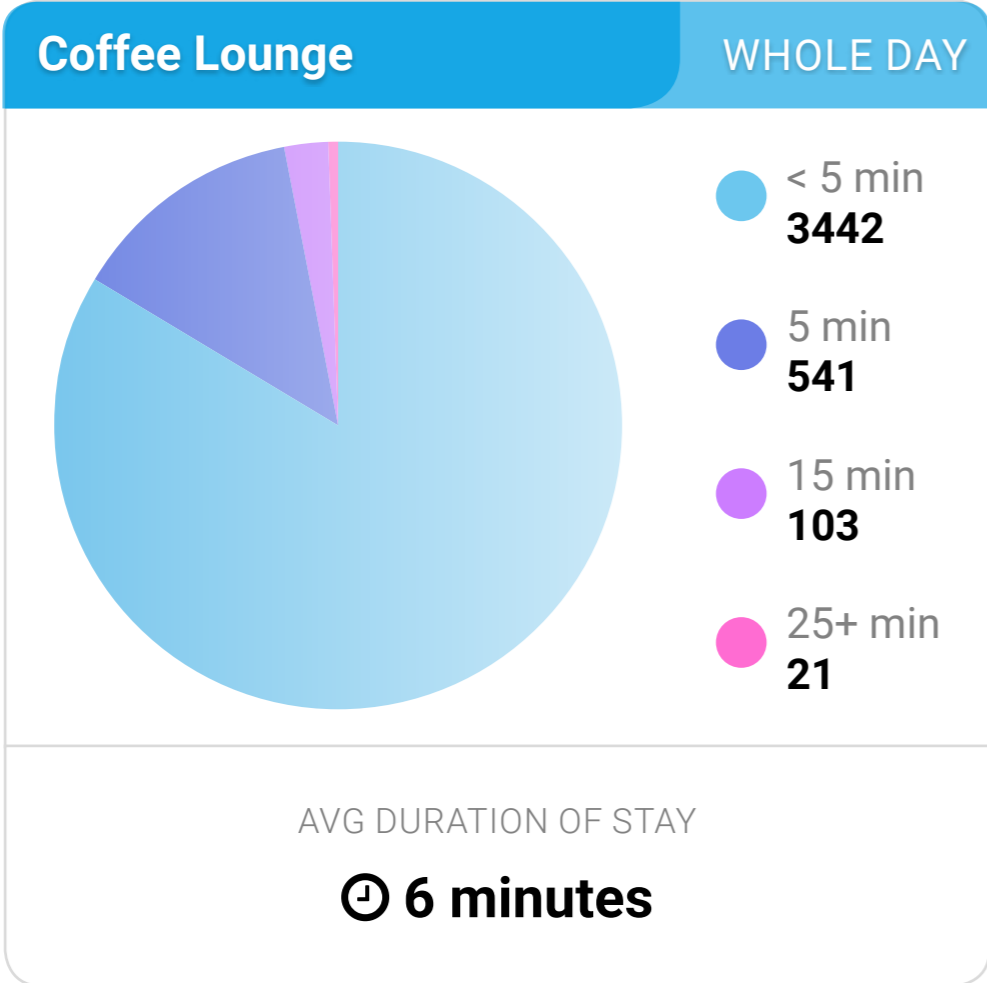
Get an idea how people using your booth. Explore how you can optimize this paths and convert a visitor to a client.
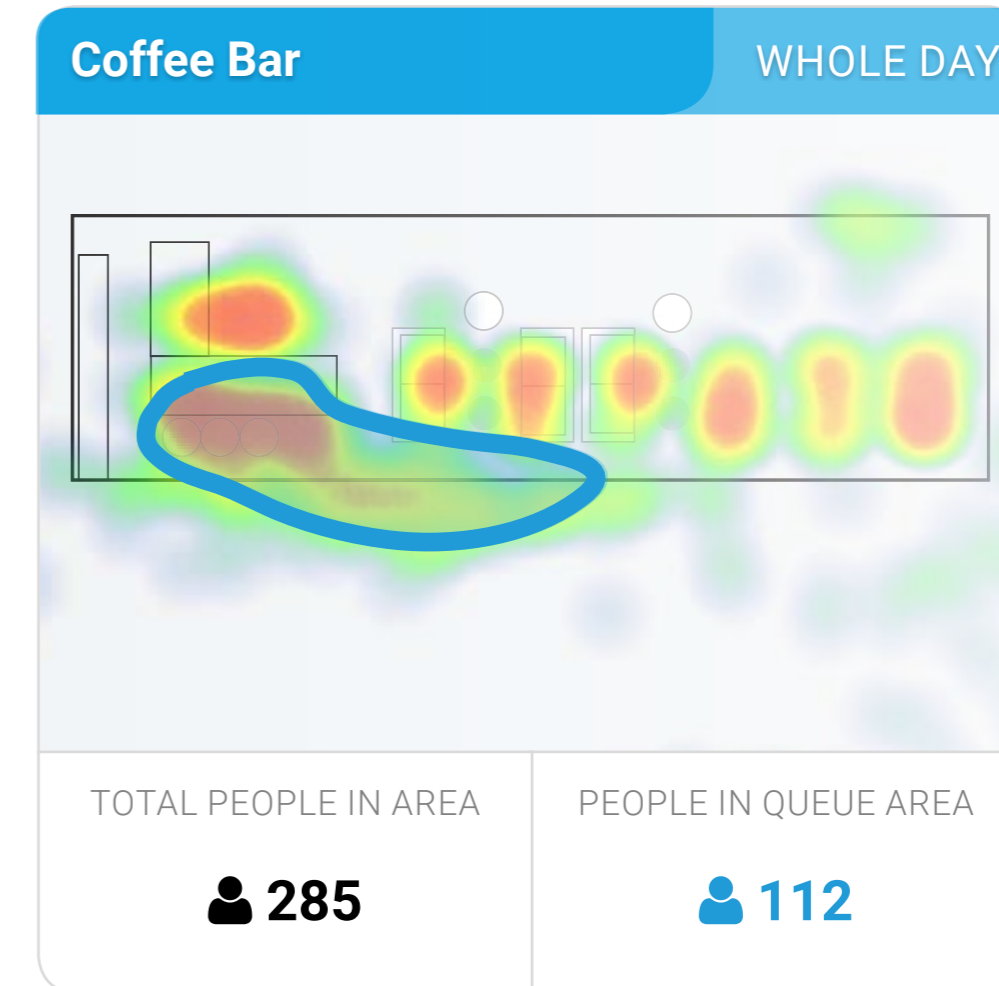
Detect high frequented areas and queues

Heatmaps are perfect to see where are the hotspots or queues on your booth. Use queues to contact potential customers.

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Duration of stay & activity tracking

Coffee Lounge | WHOLE DAY

- < 5 min **3442**
- 5 min **541**
- 15 min **103**
- 25+ min **21**

AVG DURATION OF STAY

🕐 **6 minutes**

Counter Area | WHOLE DAY

| 14 | 18 | 22 |
| 10:00 | 13:00 | 16:00 |

AVERAGE VISITORS / HR

👤 **18**

Outdoor Stopper | 2019 / 2018

● New Stopper ○ Old Stopper

01/01/19 02/01/19 03/01/19
01/01/18 02/01/18 03/01/18

AVG ENGAGMENT / HR | AVG ENGAGMENT / HR
👤 **32** +32% | 👤 **20**
2019 | 2018

Track and discover the duration of stay of your visitors for specific areas

Explore where, how much, how long and why visitors stay longer. Compare different days or Events. Which was more interesting?

Use activity tracking to detect engagements for Points of Interest

When and how many people were at your sales representation (counter) or other special defined POI? Need you to improve numbers of sales managers?

A/B Test allows you to compare the performance

Never been so easy to compare the performance of a banner, sales manager, customer stopper etc. Which customer stopper invite more visitors?
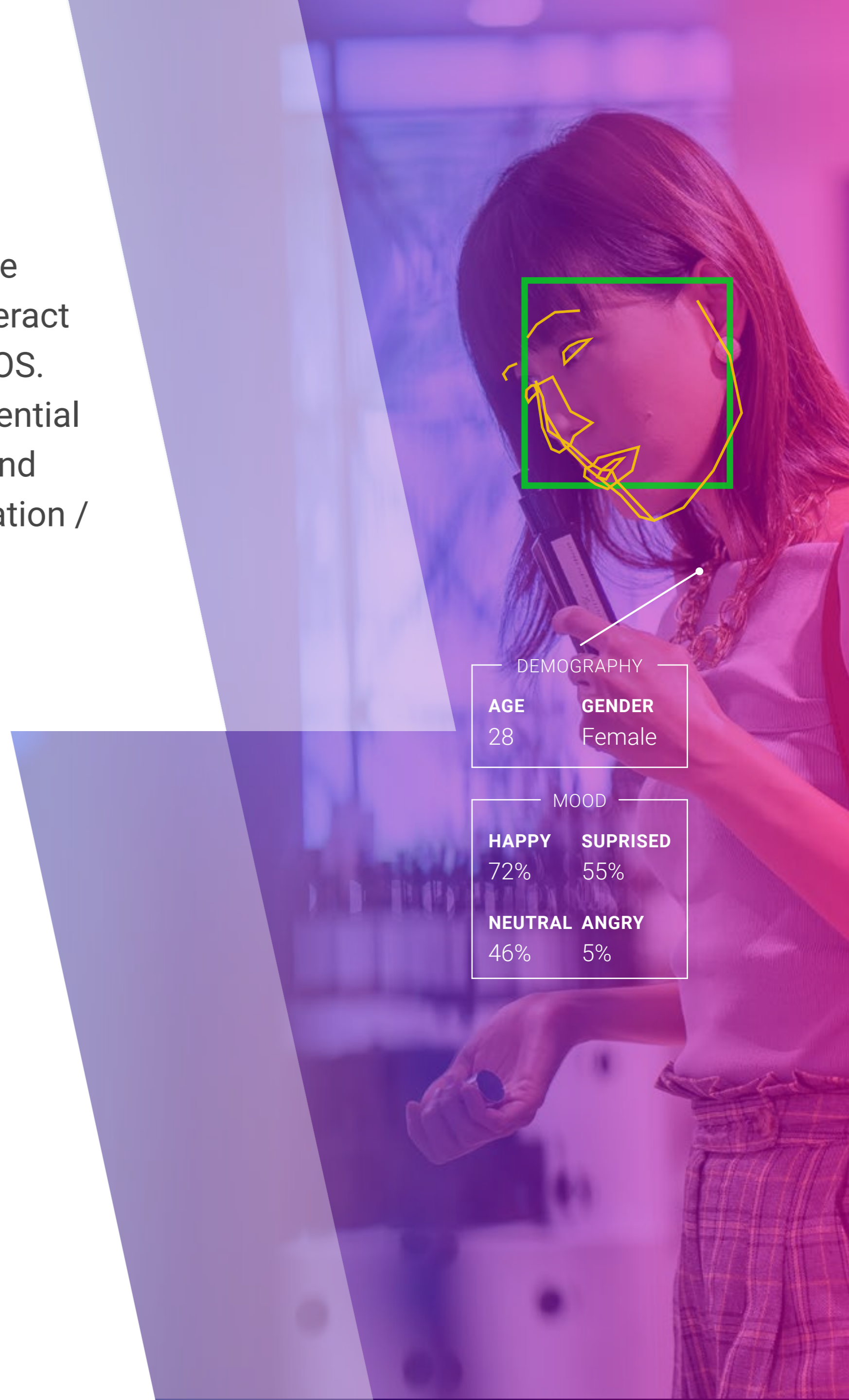
Demography & Mood

POS.AI is a powerful app. It can do more than just track a precise position of a person. It's also able to track how much people interact with/watch your screens and how long. With face recognition POS. AI is able to detect age, gender and mood of your visitors or potential customers. With this information you can optimize your booth and marketing strategy which helps you to increase your lead generation / business success.
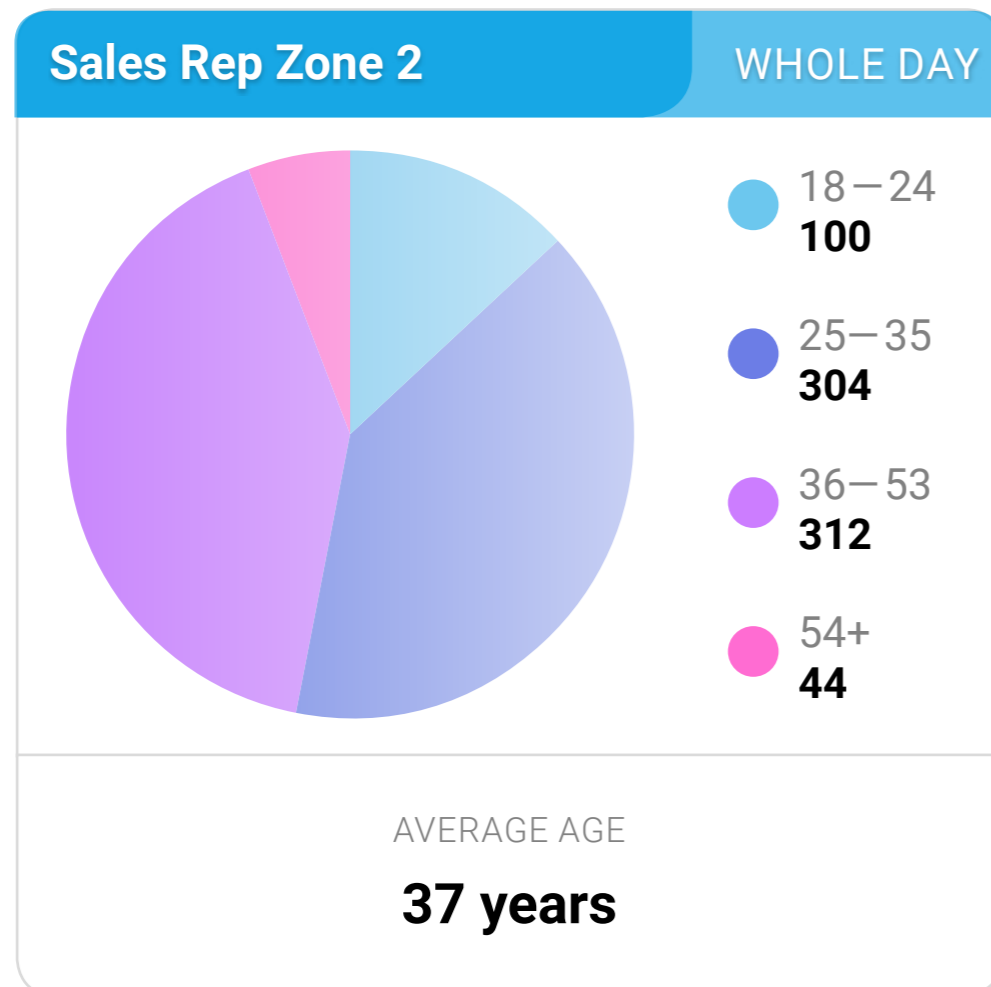
Answers to questions like…

⚤ What's the age, gender and mood of my visitors?

👁 Who (Age, Gender), how long and how much people watched the content on my screens or explore my products?

☺ What's the mood at which time, and what's the average mood of my visitors?

👫 Given a significant difference between age and gender? Who watched which content / interested in which product?

☑ A/B Test of different content on my screens. Which Video/Product was much more interesting and who is the target (Age, Gender)?

DEMOGRAPHY

AGE
28

GENDER
Female

MOOD

HAPPY
72%

SUPRISED
55%

NEUTRAL
46%

ANGRY
5%

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Visitors age

Sales Rep Zone 2	WHOLE DAY

- 18—24 **100**
- 25—35 **304**
- 36—53 **312**
- 54+ **44**

AVERAGE AGE
37 years

Counter Area	WHOLE DAY

- Male **152**
- Female **121**

GENDER RATIO
♂ **56%** / ♀ **44%**

Art Installation	WHOLE DAY

- Neutral **3442**
- Happy **541**
- Bored **103**
- Angry **21**
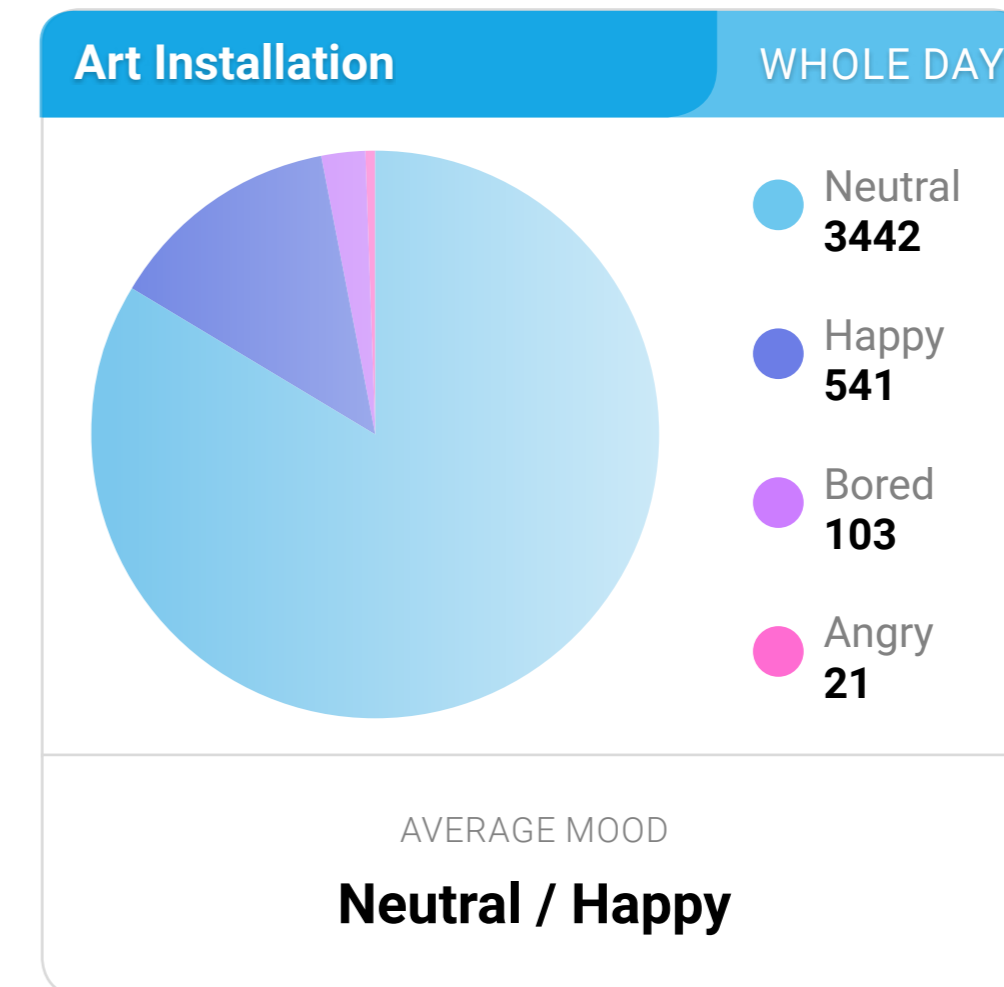
AVERAGE MOOD
Neutral / Happy

Visitors age

Get the average age of your visitors for the whole booth / POS or focus on special points of interest for detailed analytics.
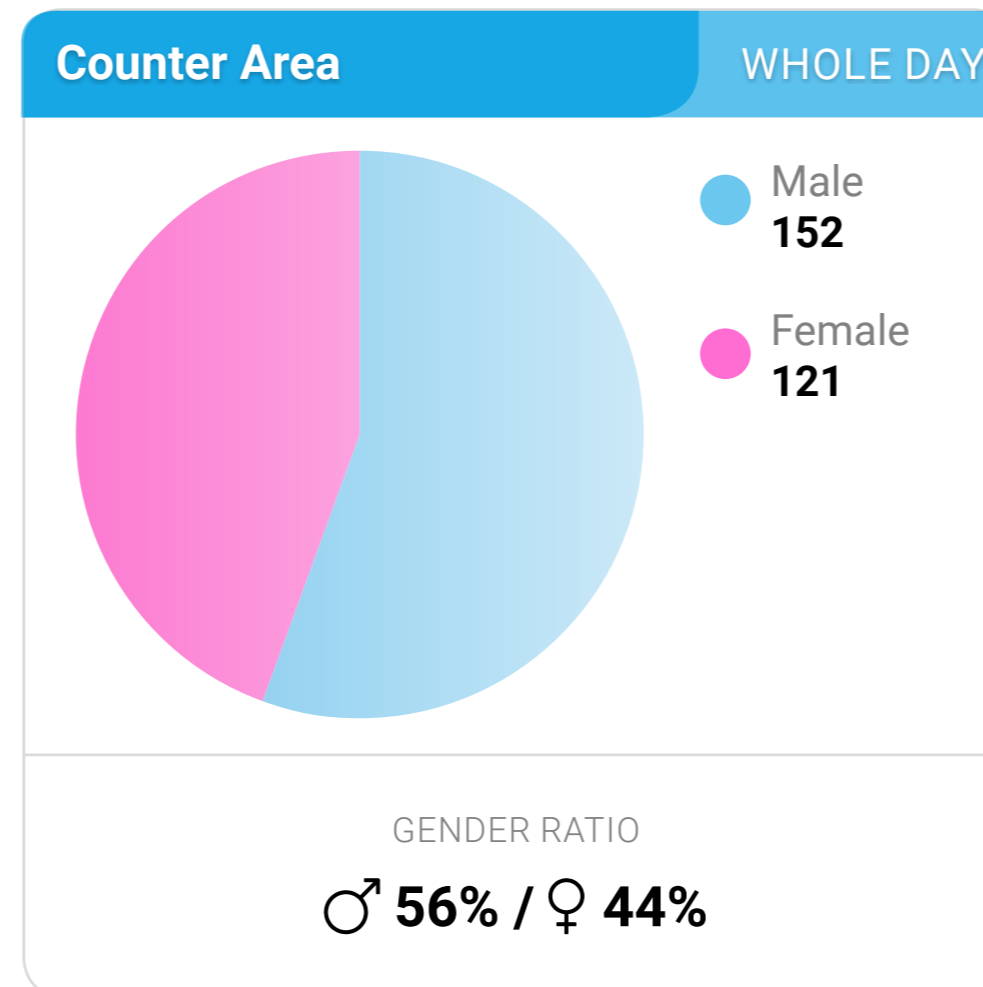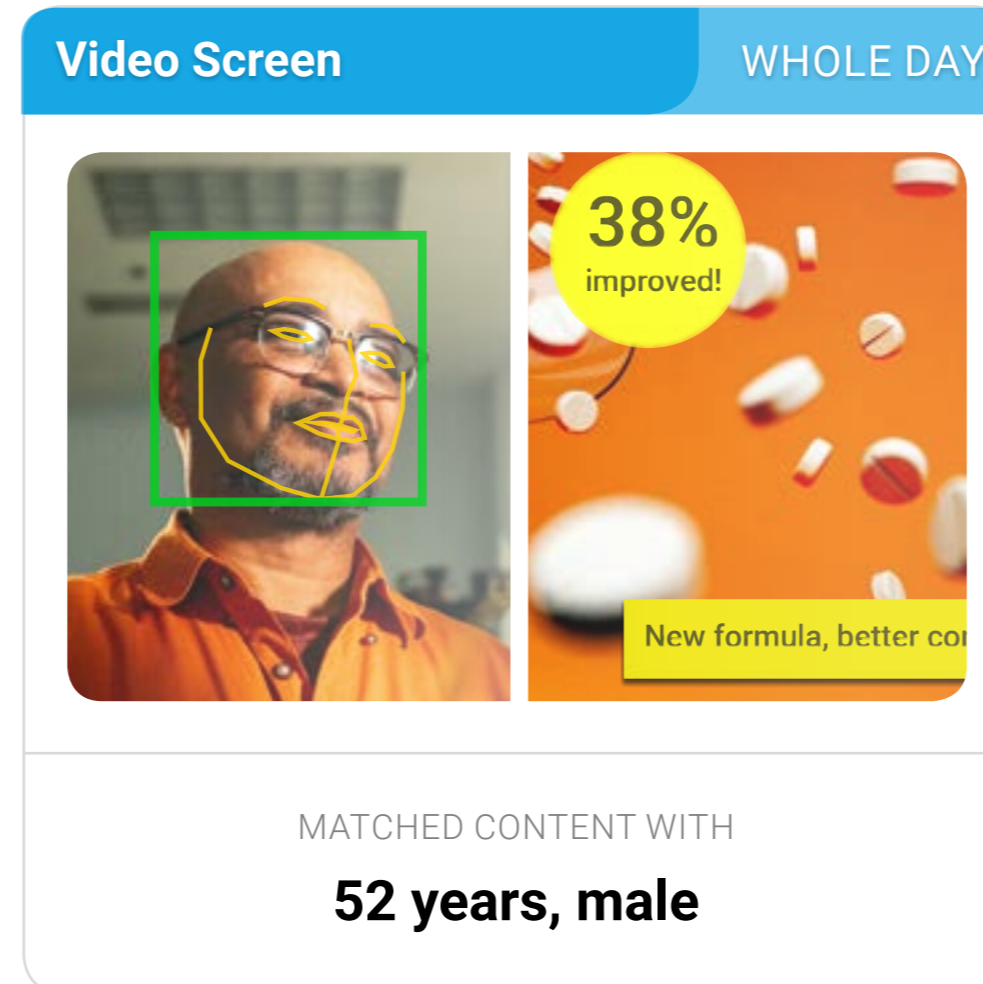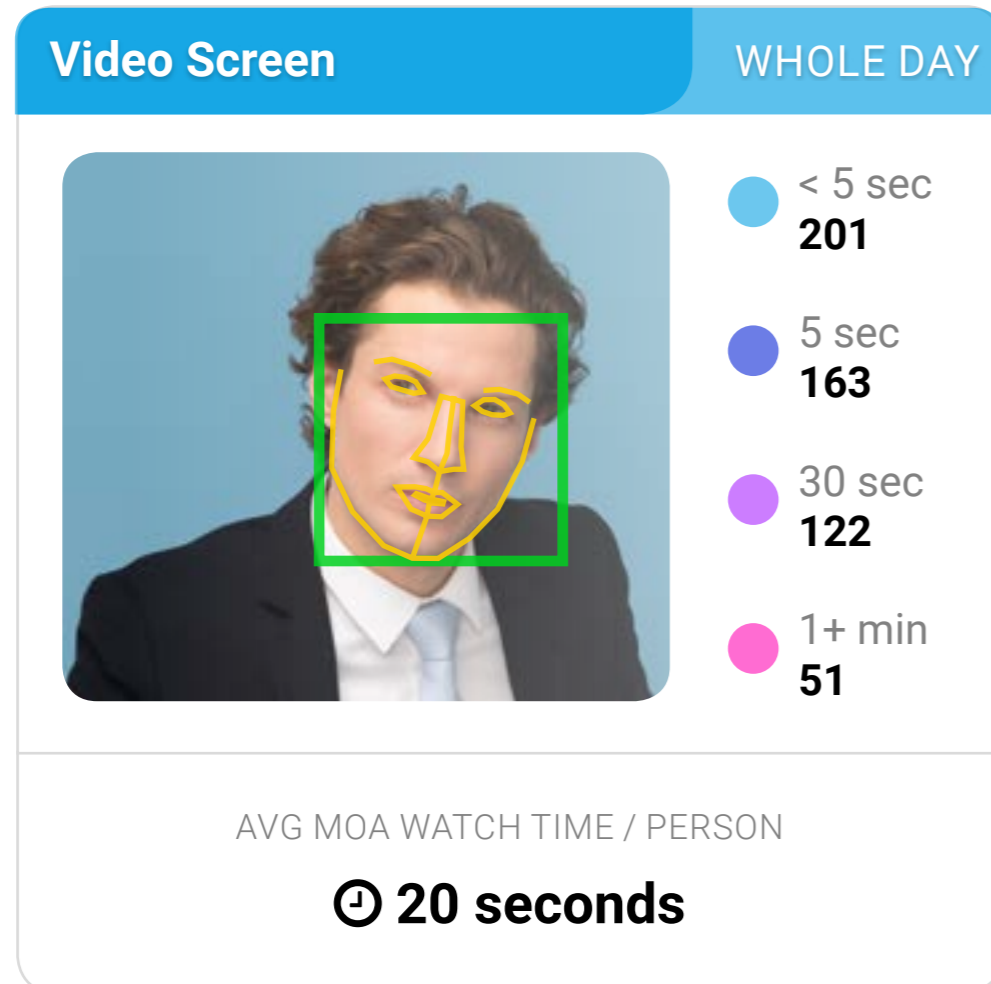
Visitor gender

For the first time you know the gender ratio for your booth or special points of interest.

Visitors mood

What's the feeling of your customer? Track the quality of service on your booth and try to get a better feeling, because a better feeling results in a higher sales or conversation.

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A/B-Test & Responsive Content

Video Screen — WHOLE DAY

- < 5 sec **201**
- 5 sec **163**
- 30 sec **122**
- 1+ min **51**

AVG MOA WATCH TIME / PERSON

🕐 **20 seconds**

Video Screen — WHOLE DAY

38% improved!

New formula, better co...

MATCHED CONTENT WITH

52 years, male

BE EXCITET FOR MORE FUTURE FEATURES.

PLEASE VISIT
WWW.POSMARKETING.AI
FOR UPDATES.

How long watched visitors to video screen and what was there emotion?

With face recognition we are able to track how much, who (age, gender) and how long people watched to the video screen. Compare different videos and know which one perform better.

Responsive Content – Show content that is adjusted to spectators

Show adjusted content to a defined target (age, gender) and improve interest for your products / content. More product interest results in higher conversation/sales.

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Functionality

Input		Processing		Output

Photosensors

2D and 3D Video sensors.

Umgebungsfaktoren

Time of day, date, Weather, Holidays and others.

Daten

Real-Time data processing enables live evaluation and no need to save image data. Highest privacy level (GDPR).

Storage

24/7 availability of your data stored on servers with AES-256-bit encryption at Military level.

Evaluation

Get after the trade fair your evolution with detailed information and easy understandable charts.

Online-Evaluation

Browse all your data, filter specific parameters and A/B compare with multiple charts. Compare different trade fairs too. Beautiful and intuitive (alpha)

Improvements

Our experienced Key Account Manager explain you the evaluation & the meaning of the charts. Find efficient solutions to improve future performance of your events.

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Thank you for your interest in POS.AI

Let's chat about how POS.AI can improve your business and events performance:

www.posmarketing.ai
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Or send us an email to hello@posai.app

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