**Proxemic peddler: a public advertising display that captures and preserves the attention of a passerby**

**Technique:**

1. **Continuous Proxemics Measures:** It monitors continuous distance and orientation.
2. Subtle level attention attraction by changing content detail and content animation.

**Benefit:**

Compare with discrete zone, this technique is fluent (no Annoying) and subtle attraction.

**Problem:**

Too Subtle adaptation could fail to gain attention.

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**References:** Wang, M., Boring, S., & Greenberg, S. (2012, June). Proxemic peddler: a public advertising display that captures and preserves the attention of a passerby. In *Proceedings of the 2012 International Symposium on Pervasive Displays* (p. 3). ACM.

**Sensing and Reacting to Users’ Interest: an Adaptive Public Display**

**Technique:**

1. Attention Formula using Distance, Orientation Angle, Other User Position as parameters.
2. **Adaptive content based on user’s interest:**

Video Collection Rotation -> Play Video -> More Textual info

-> Side panel Description

**Limitation:**

1. No statistic significant result when compare with questionnaire.

Reference: Schiavo, G., Mencarini, E., Vovard, K., & Zancanaro, M. (2013, April). Sensing and reacting to users' interest: an adaptive public display. In *CHI'13 Extended Abstracts on Human Factors in Computing Systems* (pp. 1545-1550). ACM.

Some Psychological Research about Capture Attention: