

SONY

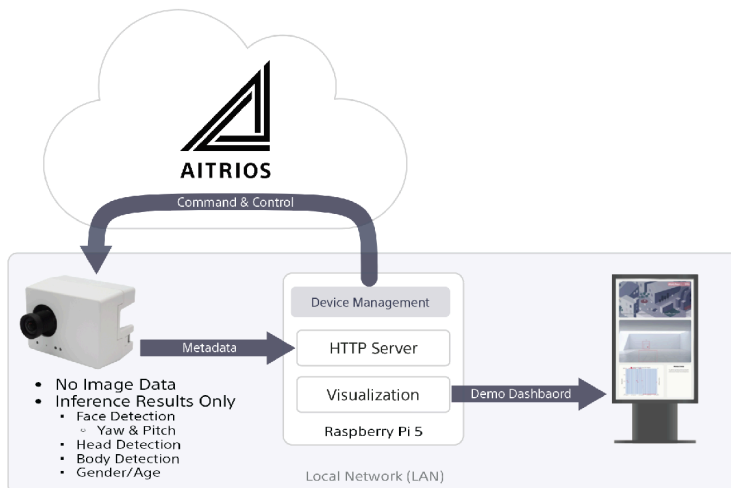
Retail Gaze Detection



Digital Signage Gaze Detection

Measuring the effectiveness of retail media while addressing privacy is challenging for retailers.

AITRIOS-based retail media analytics solution can accurately measure audience engagement and valuable insights such as viewer attributes and campaign effectiveness. By leveraging IMX500's unique ability of generate metadata without sending image data allows retailer to build computer vision based solution without requiring high performance PC for AI inference.



<https://github.com/smart-camera-engagement/aitrios-sssa-demo-gaze>

Technical Details

- AI Model detects: Face, Yaw, and Pitch, Head, Body, Human Attributes (Age Range /Gender)
- Inference results are sent to a local HTTP server
- Camera is managed through AITRIOS platform

- ✓ **AI Model:**
 - Developed by Sony
 - Supported Device: Type 3 Po

- ✓ **Edge App:**
 - Developed by Sony
 - Supported Device: Type 3 PoE

- ✓ **Edge Device:**
 - Manufacturer: LUCID
 - Model: SZP-123S-00

Learn more
on GitHub

