



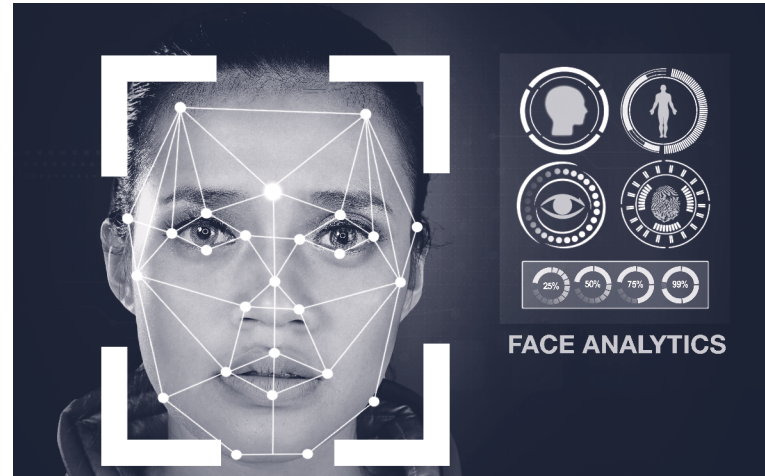
# BioMarketing

## FACIAL ANALYSIS SOLUTIONS FOR TARGETED MARKETING

**Face analytics** is useful as a means of detecting and identifying an individual, but it is also an excellent tool for learning more about your customers.

With facial analysis technology it is possible to classify individuals based on their physical appearance and then use that information for interactive, targeted marketing. Our facial marketing solution extracts individual's characteristics such as **age range, gender, ethnicity, use of glasses, and facial expression**. This technology yields excellent performance with frontal or almost frontal faces.

**Herta's facial marketing** provides enormous added value to advertising systems, by assessing the segmentation of the target audience. This way, advertisements are projected to the actual targets of a campaign.



### FEATURES

- Extraction of features and detection of multiple faces in real-time
- **Live capture** or based on images or video
- **Automatic** and non-invasive technology
- **Multiple user characteristics:** age, gender, ethnicity, or use of glasses
- API available for integration

### APPLICATIONS

- **Market research:** continuous acquisition of customer statistics
- Targeting customers
- Intelligent advertising
- **Adaptation** of content to the audience

### Technical Data

Type of identification	Facial, contactless, on the move and at a distance.
Maximum resolution	UHD - 8K cameras.
Facial resolution	Minimum of 24 pixels interocular distance (IOD), 50 pixels recommended.
Facial rotation	Optimum up to 30°, both horizontal and vertical.
Supported cameras	ONVIF cameras and webcams.

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