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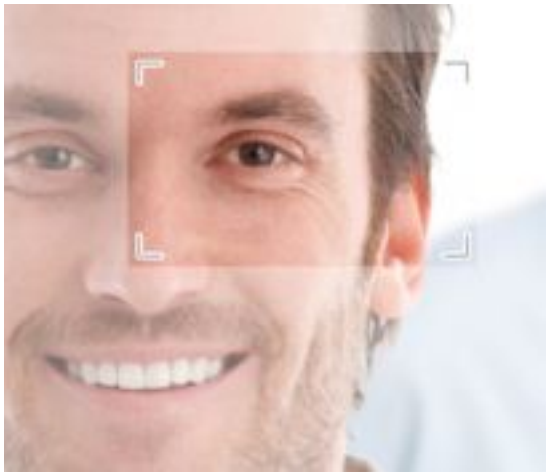
NEC Display Solutions Europe officially launches **FieldAnalyst**, a system that automatically detects human faces from images captured by video cameras for use in digital signage and traffic analysis.



FieldAnalyst can process these images to estimate the number of visitors and exits, gender and age group, which are digitised for output in real-time. This enables users to automatically conduct various types of marketing analysis - which would have previously required manual intervention - including real-time analysis of visitors and advertising effectiveness. There are two different versions of FieldAnalyst available: **Gate**, a version specialised in counting only and **Signage**, a more advanced version to access the additional analysis.

FieldAnalyst works on a biometric basis and utilising real-time sensing to provide anonymous video analytics. The output of the analysis can be used immediately to alter the content being shown to best match the audience, as well as for reporting, statistics or later analysis. Estimated distance and how much time spent looking towards the camera both are also measured, providing important statistics around engagement and interest.

NEC's FieldAnalyst application helps advertisers and network owners to analyse the effectiveness of their campaigns and improve revenue. This is done by providing vital information, such as what types of content work best at a particular time of the day, if passers-by are actually looking at digital signage installations, how many people are entering a store and what age groups they fall into.

The system provides comparable levels of accuracy as a human, but performs faster and consistently. Furthermore, FieldAnalyst meets all legal compliance regulations as no pictures are saved, only anonymised numerical data is outputted and stored.

Go NEC FieldAnalyst