

# Wave Computing Contextual Visual Analytics Application

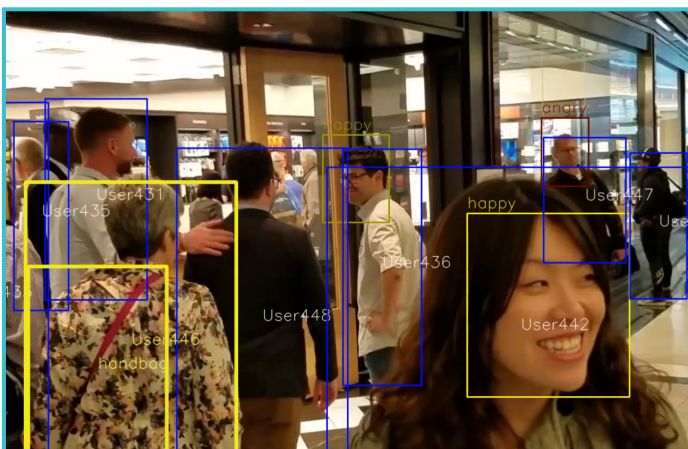
Understanding customer behavior and improving satisfaction have long been goals of retail analytics. Retailers who do this best know that it leads to increased brand loyalty and higher margins. With AI technology, businesses can detect, track, extract and identify people, objects, their attributes and behavior from video and analyze surveillance footage in new and better ways, enabling data driven safety, security and operational decision making.

Wave's Contextual Visual Analytics (CVA) application combines the best of computer vision, artificial intelligence and retail analytics to give unprecedented visual insights into day-to-day retail business operations. The platform provides users with highly accurate, context-enabled data that can be used to understand physical customer behavior visiting a retail location. The Wave CVA application, combined with existing Video Management Systems (VMS) and security surveillance infrastructure, can provide recommendations to help retailers understand in real-time, situations and sentiment faster to help make better decisions.

Wave's Contextual Visual Analytics solution can help provide answers to questions such as:

- What is the customer profile who is walking into the mall or store?
- How long did the customer stay in the mall or store?
- How many people came into the mall or store within given period of time?
- How did the traffic flow within the mall or store?
- How long does a customer look at an item before making a decision to buy?

Using contextual visual analytics, Wave performs behavioral analysis of people and objects detected via cameras installed in the mall or store. This information is analyzed through an API\* for integration with existing Video Management Systems (VMS) and retail analytic systems to improve the bottom line by providing better actionable insights.



People & Object Detection



Foot Traffic Monitoring

\*Note: API – Application Programming Interface

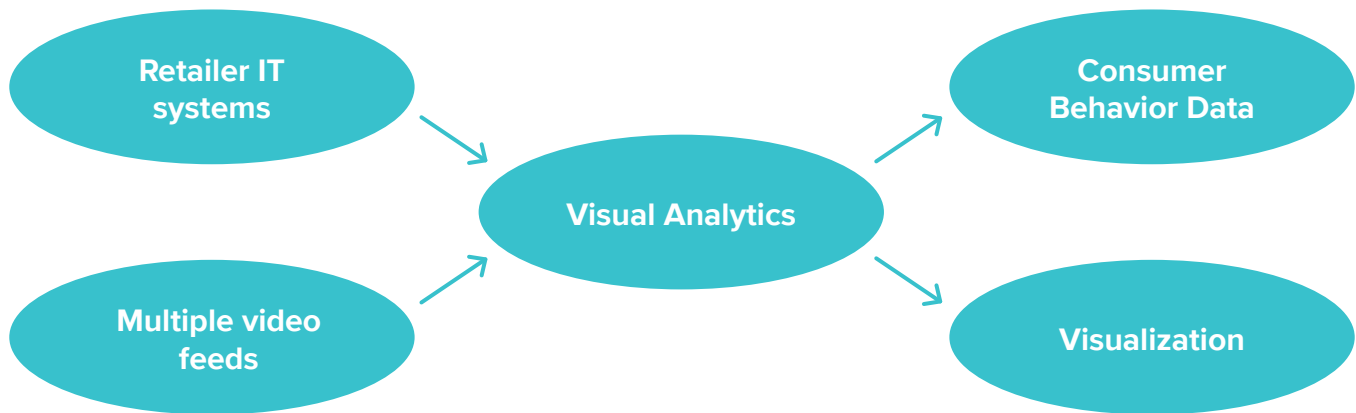
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FEATURE	ATTRIBUTE	APPLICATIONS
Person	Age, sex, child, upper wear, lower wear, height, shoe color, count, Object Class/SKU, weapons	Profile of customers walking into a store
Motion	Walking, running, crawling, laying on ground	Tracking of customer movement and hand gestures
Emotion	Happy, sad, crying, surprised	Customer satisfaction
Face	Identity, eye color, hair color, beard, baldness	Customer recognition and identification

## KEY BENEFITS

- Best-in-class accuracy through contextual fusion (92-97%)
- Extension APIs for retailer analytic systems
- Compatible with popular camera brands and VMS platforms
- Scalable to 1000s of camera sensors with no loss of latency
- Up to 100 cameras per server
- Comprehensive rules engine
- Real-time alerts and fusion with historical data

## WAVE'S VALUE ADD FOR RETAIL MARKET



- Improved profitability
- Improved customer experience
- New revenue opportunities

- Increased customer retention and loyalty
- Display optimization for visual marketing
- Theft reduction

For additional information contact your local Sales representative or visit us at [www.wavecomp.ai](http://www.wavecomp.ai)