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EMPA launches flexible retail customer analysis solution

Istanbul, Turkey, Tuesday, 10 November 2020 – EMPA Technology today announced an accurate, robust and flexible customer analysis solution. [Visiosense](#) combines unique camera-based hardware and a cloud-based analytics platform, allowing retailers and marketers to measure the interest and dwell time at a selected location or analyze the gender, age and emotional status of customers. Customer satisfaction can also be increased by detecting queues and possible waiting areas.

Commenting on the launch, Baran Mat, Marketing Manager from EMPA Technology said, “After two years of detailed market analysis and development, we are pleased to empower customers in advertising, retail and attraction management with the valuable opportunity to benefit from accurate traffic and detailed demographic information. Visiosense achieves this by measuring footfall, compiling crowd analytics, tracking the performance of marketing applications, reducing queues and monitoring personnel efficiency.”

Visiosense has an easy installation procedure and presents its data in a simple format using IoT technology. Customers can simply plug the device in to a selected location and immediately start analyzing traffic. There is the option to track specific campaign performance of a selected Visiosense device or monitor a general location for a selected time period through the Intelligent Analytic Platform. Demographic details are collected within the exact time durations of interest and all data is sent to the platform anonymously.

Users can choose between 50 degrees or 90 degrees camera options depending on application thanks to the OMRON HVC-P2 camera modular and image stabilization libraries. This integrated module includes a camera and an image processing board to offer ten image sensing functions with results accessible through a UART or USB interface. The module is based on OMRON OKAO Vision software, a proven set of image recognition algorithms used in over 500 million digital cameras, mobile phones and surveillance robots around the world.

About EMPA

Based in Turkey, EMPA Technology is an investment of EMPA Electronics which is pioneer electronic component distributor in Turkey market for 39 years. EMPA Technology works as an IoT solution provider for variety of applications including Retail, Energy, Consumer Electronics and Smart Industry.

The company provides cloud based IoT platforms, custom hardware and software solutions and enables IoT technology benefits to their customers.

For further information: www.empateknoloji.com

Contact:

Baran MAT

Marketing Manager

Mobile +905382738773

visiosense@empa.com

www.empateknoloji.com

Press Contact:

Peter van der Sluijs

Neesham PR

peterv@neesham.co.uk

+44 1296 628180