

## OVERVIEW

VidiCube is a small **turnkey audience and traffic measurement solution** which combines the best of Quividi's technology and services into one package.

Just drop the VidiCube's sensor near a **point of interest** (display, screen, poster, end cap, window, etc.) or above a **traffic zone** and start collecting results in a private online dashboard, with **no technical skills required**.

With VidiCube you'll quickly learn how many persons **pass by** your communication, **watch** it, and for **how long**. You'll identify **differences amongst gender and age** groups, detect **time trends**, calculate your **ROI** and **optimize the impact** of your communication.

Industries benefiting from VidiCube include:

- ▶ **Malls, superstores, boutiques and branches**
- ▶ **FMCG brands**
- ▶ **In store marketing suppliers:** services companies, POP manufacturers, Digital signage operators
- ▶ **Media and Retail research companies**
- ▶ **Exhibition material rental companies**

## TECHNICAL SPECIFICATIONS

### Appliance

- Dimensions: 125mm(W) x 125mm(D) x 36mm(H)
- Weight: ~0.8kg
- Power: 110-220V, 60W power adaptor supplied
- Temperature: 0° to 45°C. Avoid areas with no air circulation
- MTBF: 30.000 hours
- Attachment system: VESA 100mm
- Data uploads: via Wifi (WPA), Ethernet or USB keys

### Video sensor

- Dimensions: 57mm(W) x 18mm(D) x 27mm(H)  
*(Alternatives available)*
- USB cable length : 1.8m (possibility to use active extenders up to 30 meters)
- Horizontal field of view: 65°
- Face Detection Distance: up to 9 meters
- Ceiling height for VidiGates mode: 2.5 – 10 meters



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## KEY BENEFITS

- ▶ **Easy remote configuration and maintenance:** just turn on VidiCube and control it from any other PC, Mac or tablet connected on the same network.
- ▶ **Flexible data collection:** data is uploaded into your online dashboard through Wifi, Ethernet or a USB key; permanent Internet connection is not required.
- ▶ **Dual mode use:** audience measurement or traffic counting with the same unit.
- ▶ **Superior data analysis:** enjoy advanced charting and reporting features in the online dashboards.
- ▶ **No-hassle licensing:** use the VidiCube on as many locations and projects as wanted.
- ▶ **Privacy:** no images are recorded and no uniquely identifiable data are extracted.
- ▶ **Security:** all data are encrypted; strong password keys prevent outside intrusion on the machine.
- ▶ **Industrial grade hardware,** for 24/7 operation



## KEY FEATURES

### Hardware

- 1 industrial PC ✓
- 1 rectangular USB camera ✓

### Software

- Embedded software license Indefinite
- Remote config. & maintenance ✓
- VidiReports mode (audience):
  - No of viewers ✓
  - Demographics (gender & age) ✓
  - Attention and dwell times ✓
  - Opportunities to See ✓
- VidiGates mode (footfall) ✓

### Online Data consultation

- Dashboard & charts customization ✓
- No of viewer and admin accounts 1/1
- No of dashboards Unlimited
- No of charts & tables in dashboard Unlimited
- CSV export ✓
- Data hosting & access to results ✓  
*(Subscription charge after one year)*