Intuiface Introduces Computer Vision Capabilities Using Intel® Distribution of the OpenVINO™ Toolkit

Integration enables a no-code approach to creating age range, gender, head pose, dwell time, and emotion-driven content for interactive digital signage.

CHICAGO AND TOULOUSE, FRANCE (PRWEB) APRIL 15, 2020

Intuiface is excited to announce native support for the Intel® Distribution of the OpenVINO™ toolkit (OpenVINO toolkit), enabling creative teams to incorporate computer vision in their on-premises digital experiences without having to write a single line of code. With virtually no setup and with any camera, Intuiface experiences on a Windows PC can now capture age, gender, emotion, and head pose for one or more individuals in real-time, and use the resulting data feed to dynamically select, display – and record for analytics – digital content tailored for predefined demographic and emotional combinations. The result is deeply personalized content delivered on-demand for any audience.

The world of digital signage is evolving from impersonal, schedule-driven media to the delivery of highly customized content tailored for the individual. In the world of retail, for example, shoppers have grown accustomed to the use of websites and mobile apps to personalize the process of shopping, learning, and finding inspiration. True completion of the customer journey requires in-store kiosks to meet and exceed the same level of personalization. Sensors at the edge – customer-facing devices tasked with detecting information and events nearby, like speech, movement, demographics, and more – are key to making on-premise personalization possible. Next generation digital signage is characterized in part by its ability to integrate with and orchestrate these sensors.

Intuiface, already equipped with out-of-the-box support for a wide variety of sensors and interactive options, now works with the OpenVINO toolkit to add computer vision capabilities. The installation of the OpenVINO toolkit has been simplified to one-step. Once running, the OpenVINO toolkit sends a real-time stream of information to Intuiface Player on the same or a different PC. This includes information about the number of people facing the camera and the age, gender, emotion, and head pose of each individual. Without any coding, Intuiface experiences can be configured to perform actions based on the information captured by the OpenVINO toolkit. For example, displaying one advertisement for a young female viewer while displaying a separate advertisement for an older male viewer. Or enabling content navigation and manipulation through the use of head movement.

"With the help of Intel, computer vision is no longer an insurmountable hurdle for teams lacking the skills, budget, or time to adopt commercial computer vision solutions," says Vincent Encontre, Intuiface's COO. "Our customers will be amazed at how quickly and easily Intuiface's new OpenVINO toolkit integration will enable them to create interactive content driven by the unique characteristics of each user."

This is the first distribution of OpenVINO toolkit-based computer vision made available to creative agencies, integrators, and similar internal corporate teams who wish to create demographic and emotion-driven digital content but don't have the skills, time, or budget to write complex custom code. With the Intuiface integration, everything works out of the box, simple enough for even the most non-technical teams. And all data - from computer vision information to on-screen selections made by users - can be stored online and visualized using Intuiface Analytics to identify trends and generate insight about the target audience and how their preferences align with their characteristics.

The OpenVINO toolkit is optimized for use on Intel-based Windows PCs, resulting in rapid response time and reduced resource consumption. And because it is a free addition to Intuiface, experience creators can adopt computer vision without concerns about budget or delay.

For a free evaluation of Intuiface and its new OpenVINO toolkit-powered computer vision capability, visit our website intuiface.com or email us at sales@intuiface.com.

About Intuiface
Intuiface is the market's only no-code platform dedicated to the creation, integration, deployment, and analysis of interactive digital experiences for physical spaces. Over 1,600 companies across 70+ countries are connecting people to place using interactive options such as touch, RFID/NFC, beacons, Web APIs, Internet of Things, and much more. For any industry – including retail, hospitality, real estate, tourism, education – and for any intent – from digital signs to self-service kiosks and assisted selling.

intuiface