

Car Campaign
Duration: 0:32s
Animation

| VIEWERS | GLANCES | VIEWS | VIEW THROUGHHS |
|---------|---------|-------|----------------|
| 1,100 | 2,616 | 856 | 657 |

CONTENT APPEAL: 78%
CONTENT EFFECTIVENESS: 45%

TOP PERSONA: MALE ADULT HAPPY



ID # A392KJ-002

MALE YOUNG ADULT HAPPY

ATTENTION TIME: 45s
DWELL TIME: 2m 7s

AUDIENCE PARAMETERS

| | | | |
|---------------------|--------------|---------------------------------|-------------------------|
| AGE GROUP: Y. Adult | GENDER: Male | DISTANCE: more than 2 m | DISTANCE: less than 5 m |
| or | | DWELL TIME: more than 2 seconds | |
| AGE GROUP: Senior | GENDER: Male | | |

CONTENT TO PLAY

Car Campaign

Maximise your advertising impact with powerful vision analytics

Viana[™] by meld^{CX} takes advertising to the next level by giving you the ability to deliver relevant and timely content on your displays. Combines audience data with proof-of-play from your CMS, and set rules to automatically trigger content delivery based on audience demographic (e.g. age range, gender) or time of day.

Anonymous Vision Analytics

High-performance face mapping extracts predefined human data without keeping any identifiable information.

Real-Time Insights

Viana brings you up-to-date information right on your screen as it is happening anytime, anywhere in your network.

Expandable Custom AI Use Cases

Viana is a core building block in meld^{CX}'s suite of computer vision products. Stack multiple AI models at the edge, resulting in better insights and less overall cloud consumption.

Viana powers real-time insights anytime, anywhere — at the cloud or on any device *



Our advanced vision AI captures real world data based on preset parameters, and uses edge inferencing for faster data processing.

High-powered servers host our secure data warehouse and harness the latest cloud computing technology to produce accurate real-time reports.

Automated data analysis and visualisation create insights and actionable data stories for business leaders, managers and staff.

* Required Specifications: Intel® Core™ i9-12900 Processor (30M Cache, up to 5.10 GHz), 16GB Memory, 250Gb SSD or higher

Content that's tailored to your target audience

Know your customer and what they love



Top Watcher

Young Adult Male
26 years old
Happy mood



Heart Screen

1,526 Likelihood-to-See
728 Watchers
26s Dwell time



Winter Campaign

563 Glances
307 Views
195 Viewthroughs

Anonymously track human attributes such as age, gender, and mood, and exposure time to the content.

Understand what captures your audience's attention by tracking how they interact with your content displays.



Viana captures anonymous audience data **without** capturing any personal identifiable information.

Automate content delivery based on real-time insights

Content optimisation at scale ↗

Integrate data from your BroadSign CMS to get consolidated, meaningful data story that tell how well your content perform.

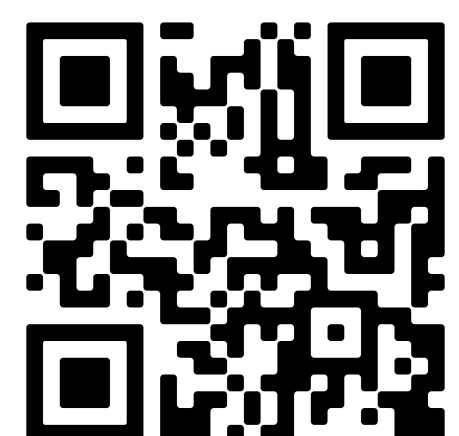
The breadth of insights generated enables you to identify your ROI and set rules to automatically trigger content playback based on specific audience personas or time of day.



meldcx™

Imagine you could...

Make customer and employee experiences more interesting and fulfilling.
meldCX provides technology solutions empowering businesses and individuals to grow by delivering the innovative products they need to improve how their customers experience the world.



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Get in touch with us!
sales@meldcx.com

Book a demo or request a trial:
<https://www.meldcx.com/get-started/>

Watch the clip

Or visit to <https://www.meldcx.com/viana/> to know more

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