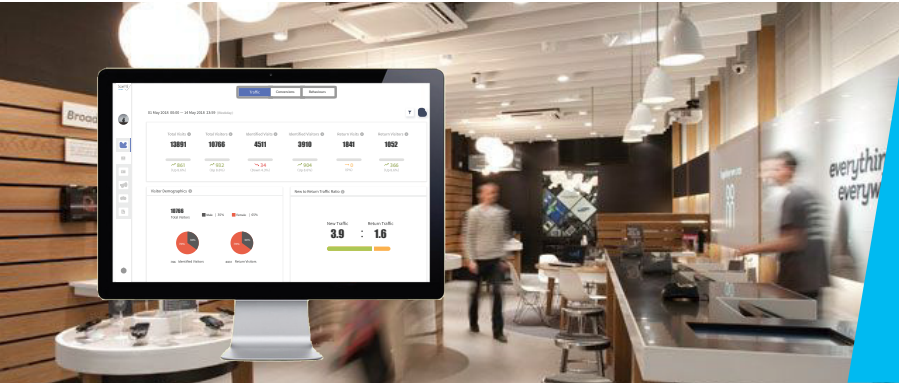


# ScanViS Analyze

World-leading facial recognition tool that connects insights to results

Personalizing customer experience by creating accurate buyer profile



For retail technology to improve the real-world shopping experience, it must solve problems, be scalable, and be as complete as possible.

**Comba ScanViS Analyze** facial recognition technology helps accurately identify your visitor from a camera and quickly search hundreds of faces per second in a dataset of millions of faces, impressive customer analytics techniques can come to offline word.

## Dive into the details, and find a solution that fits

Simply start with a camera or a set of cameras and a ScanViS FR (facial recognition) server, you can manage your customer analytics with ease like this:



To compete in today's markets, brick-and-mortar retailers must use technology to solve business processes and better satisfy customers.



### Step 1: Advanced data management

- Gather sophisticated analytical data on your customers, such as visit frequency, duration, and number.
- Identify exit patterns and build a heat map of how they move through your space.



### Step 2: Individual profiles

Pull up customer profiles to see complete statistics and history of their visits and purchases, just by detecting a person's face.



### Step 3: Integration

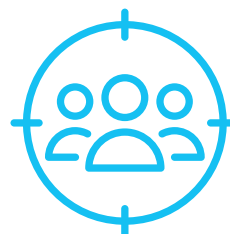
Integration with other systems, such as point of sale or loyalty promotions, means your face-based analytics gets even better with combined analysis of the data.



### Step 4:

### Personalized promos

By knowing your customers' behavioral patterns and individual history, it is possible to create personalized promotions and offerings for each visitor.



### Win your customer by Retargeting

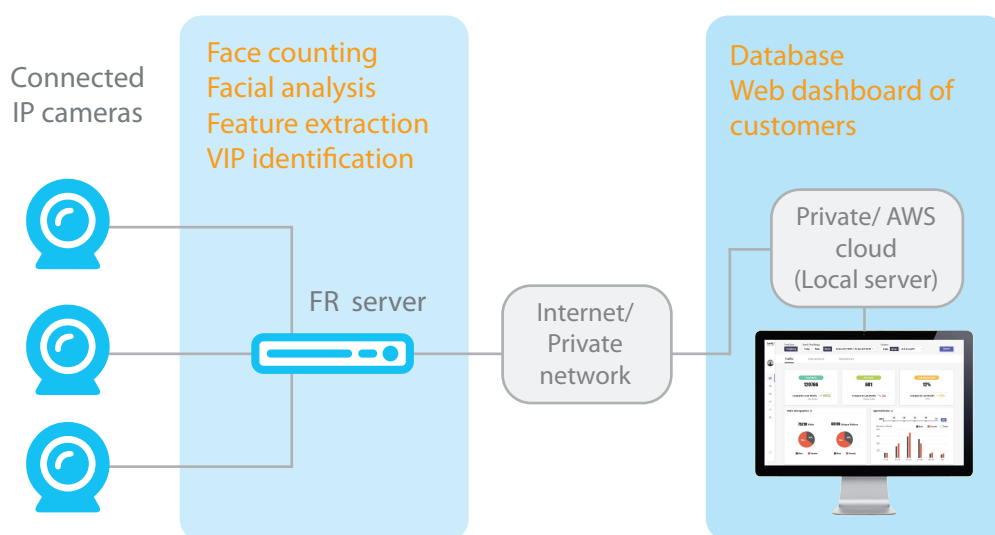
With the meaningful insights and reports reflecting the timely market trends, you can deliver truly personalized ads to every customer — exactly what they want to see, when they want to see it.

# How does it work?

ScanViS Analyze detects individual faces, extracts attributes and matches the face with a database of registered faces.

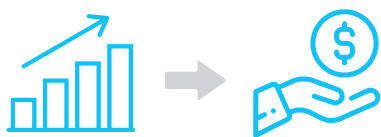
By adding an additional ScanViS FR server, the system can support multiple cameras for tracking of the same customer across different cameras at different store locations without double counting.

▼ ScanViS FR server connects to your network via WiFi and sends customer statistics back to the central server.



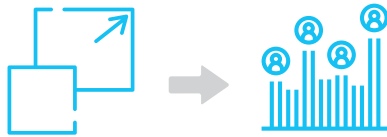
## Why ScanViS Analyze?

### Performance



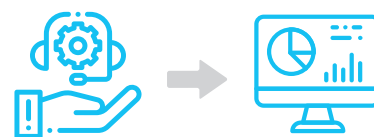
Higher algorithm efficiency means less hardware is required, saving budget and allowing investment in other business areas.

### Scalability



Enable search index among millions faces in one second on simple hardware, making it feasible to run consumer analytics even for large-scale deployment.

### Customization



Flexibility in storing face datasets and running search requests on cloud computing platform or private servers.

### Types of retailer who need ScanViS Analyze

- Cosmetics
- Fashion
- Jewellery
- Lifestyle
- Footwear
- Sportswear
- Toys
- Electronic appliances
- Department stores