

MACHINE TO MACHINE (M2M) & INTERNET OF THINGS (IOT)

PRODUCT **PORTFOLIO**





2. SMART TRAFFIC MONITORING



Revolutionizing Billboard Effectiveness with Smart AI Solutions

THE POWER OF LOCATION AND CONTEXT

Billboard advertising has long been a staple of traditional marketing, offering brands a powerful way to reach a broad audience. One of the enduring strengths of billboard advertising is its ability to reach a local audience in a specific context. This physical presence, combined with strategic placement in high-traffic areas, ensures that the ads reach a wide and diverse audience. The context in which the ad is seen can significantly impact its effectiveness, making location a critical factor in billboard advertising strategy.

MEASURING THE IMPACT OF BILLBOARD ADVERTISING

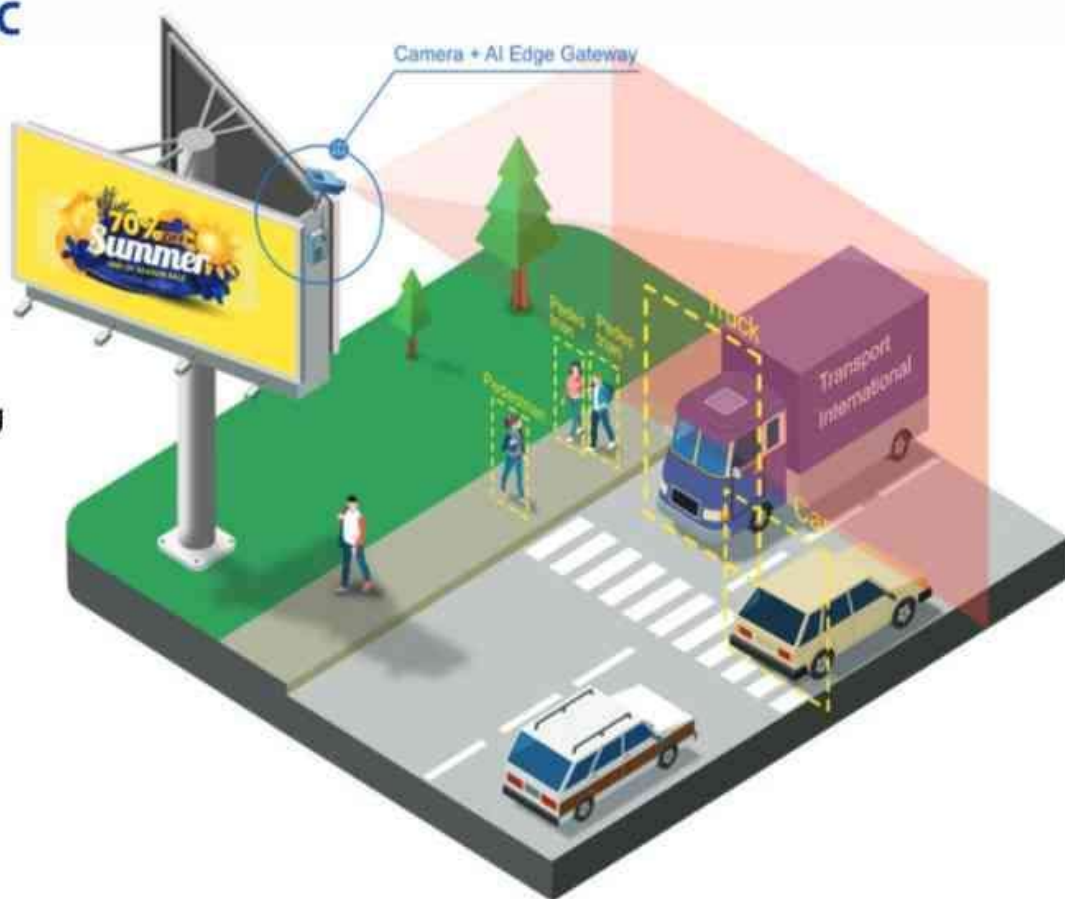
In the digital age, where data and analytics play a crucial role in marketing, measuring the impact of billboard advertising has become more sophisticated. Traditional metrics like traffic counts and audience demographics are now supplemented with advanced tracking technologies. This data-driven approach allows advertisers to measure the return on investment (ROI) of their billboard campaigns more accurately and make data-informed decisions.

HALOTEC SMART TRAFFIC MONITORING

A powerful and easy-to-use smart monitoring system that can be installed on billboard.

This IoT video-based solution, capable of very accurately counting the amount of motor vehicles, motorcycles, bicycles, and pedestrians that pass by a billboard, while at the same time differentiating them according to type.

A Cloud-based solution using AI and Deep Learning Algorithms.





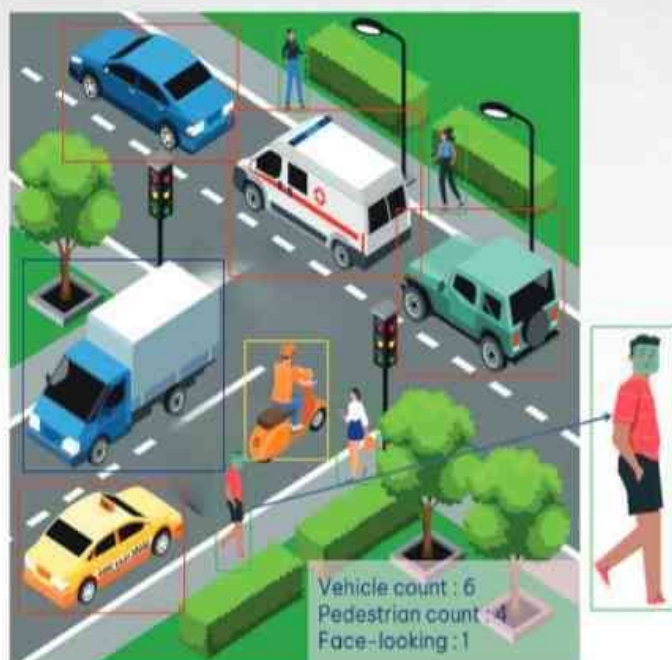
HALOTEC SMART VISION

KEY BENEFITS

- 1 Real Time Counting Vehicle and Foot Traffic Near a Billboard.** Cameras and AI software provide real-time information. Reports can be extracted about the amount of passers-by by hours, days, or months.
- 2 Improved Ad Placement and Optimization.** Our AI-Powered analytics system can also help businesses improve their ad placement and optimization. By analyzing data on traffic flow, audience demographics, and even the time of day, AI algorithms can suggest the most effective placement for an ad.
- 3 Enhanced Audience Measurement.** AI-Powered cameras installed on billboard equipped with facial recognition technology can analyze the demographic makeup of the people passing by, number of people who view an ad. By analyzing traffic patterns and other data, this allows businesses to adjust their advertising strategies on the fly, optimizing their campaigns for maximum impact.

BEST FEATURES

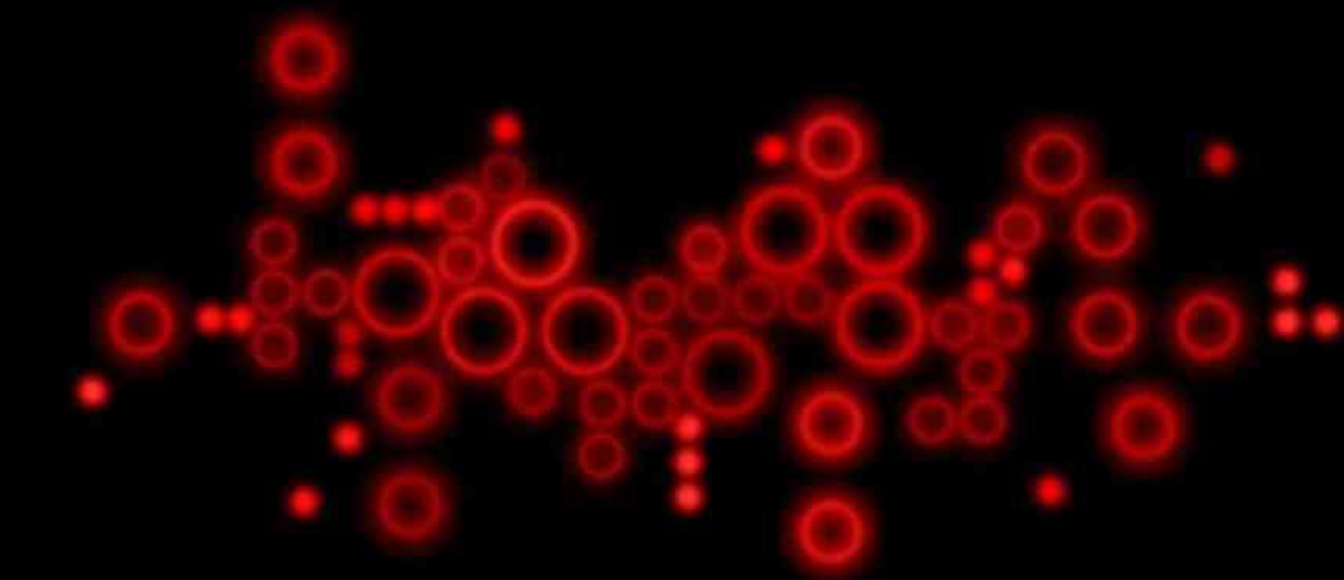
- 1 Real Time Traffic Monitoring.** The information is being retrieved, analyzed and forwarded in real time. Dashboard view with real-time data about the traffic displayed on a map.
- 2 Loaded with Many AI Modules.**
 - AI Car and Motorcycle Counting
 - AI Pedestrian Counting
 - AI Face Recognition & Counting
- 3 Vehicle and Footfall Count.** By counting the number of vehicles passing by the billboard, and the foot traffic in a particular area, advertisers can estimate the number of people who have seen the advertisement, and determine the best location compared to other locations for their outdoor advertising campaign.
- 4 Measuring Attention Span.** Billboard analytics can measure for how long people look at a billboard, which can provide insight into the effectiveness of the ad. By analyzing data on the length of time people spend looking at a particular billboard, advertisers can determine which ads are most effective at capturing attention and adjust their campaigns accordingly.



SYSTEM SETUP



IT SOLUTION FOR BETTER BUSINESS



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