Glimpse

What is Consensys?

Consensys is a real-time demographic targeting advertisement tool. Consensys analyses consumer demographics as they walk in the vicinity of the device, using this information it provides targeted advertising relevant to that demographic on a connected display.

MALE
24-27
SMILING
EYES CLOSED

20 19
Bolton Trust
Innovation
Awards **2019**

powered by **aws**

Consensys Demographic Capture

Consensys demographic capturing is a large scale, real-time consumer demographic analysis platform. Created with privacy in mind and with the ability to capture accurate demographic information in high footfall area, such as shopping centres, concerts and town centres.

Consensys demographic capturing capabilities replaces intrusive, expensive and inaccurate manual customer surveys with a **real-time**, **reliable** and **cost effective solution.**

Consensys Targeting

Consensys targeting is a digital advertising solution created to show the **right ad**, to the **right person**, at the **right time**.

Consensys is a advertising add-on that allows you to transform traditional digital displays to demographically targeted **dynamic** advertising displays. Eliminating wasted advertising spend, instantly.

hello@glimpse.ie

©Glimpse 2019

Consensys Glances

Consensys not only analyses the passers by of a display, it also analyses **the facial and eye positioning** of the audience to accurately determine **who looks at the display**. This means that advertisers can assess the effectiveness of an advertising campaign based on **the engagement of the audience** for that advertisement.

Consensys reports the total number of people who talked in the vicinity of a display as **Potential Viewers** and the number of people who actually engaged with the display as **Actual Viewers.** Using this information an overall advertisement effectiveness conversion rate can be calculated, this can be used in post and pre-campaign analyses.

How does it work?

Consensys uses the latest **computer vision** and **machine learning** techniques to detect and analyse demographic information of consumers as they approach the device. Following the analysis of this information, the appropriate advertisement is selected from our Consensys content management system via a machine learning model ensuring the best advertisement is shown even in cases of a demographically diverse audience.

The Consensys **discrete computer vision camera** is installed into any display with a HDMI input. This camera then feeds information into **Consensys Brain** which is a credit card sized computer neatly attached to the back of the optical sensor. This information is then sent to the Consensys servers to analyse the data and display an ad in real-time.

For **Consensys Demographic Capturing,** a credit card sized device is placed near entrances (or wherever you want to capture demographic information). All we require is power, integration couldn't be easier.

What about privacy?

OSBPP Consensys does not provide or store any data that can be used to directly identify an individual. OSBPP uses facial detection and facial analyses algorithms, it does not use an facial recognition. **Consensys cannot identify any individual(s). Consensys only determines characteristics of anonymous individuals in the vicinity of the device such as gender and age.**

Consensys© does not store any individual data, only anonymous characteristic data. Consensys analyses images in real-time, they are never stored.

The General Data Protection Regulation (GDPR) is a regulation by which the European Parliament, the Council of the European Union, and the European Commission intend to strengthen and unify data protection for all individuals within the European Union (EU). Under the GDPR regulations Consensys© will be allowed to operate because it has been developed, constructed, and implemented with privacy in mind.

Glimpse

hello@glimpse.ie
©Glimpse 2019