



The Future of Digital Advertising

Personalized. Measurable. Interactive.

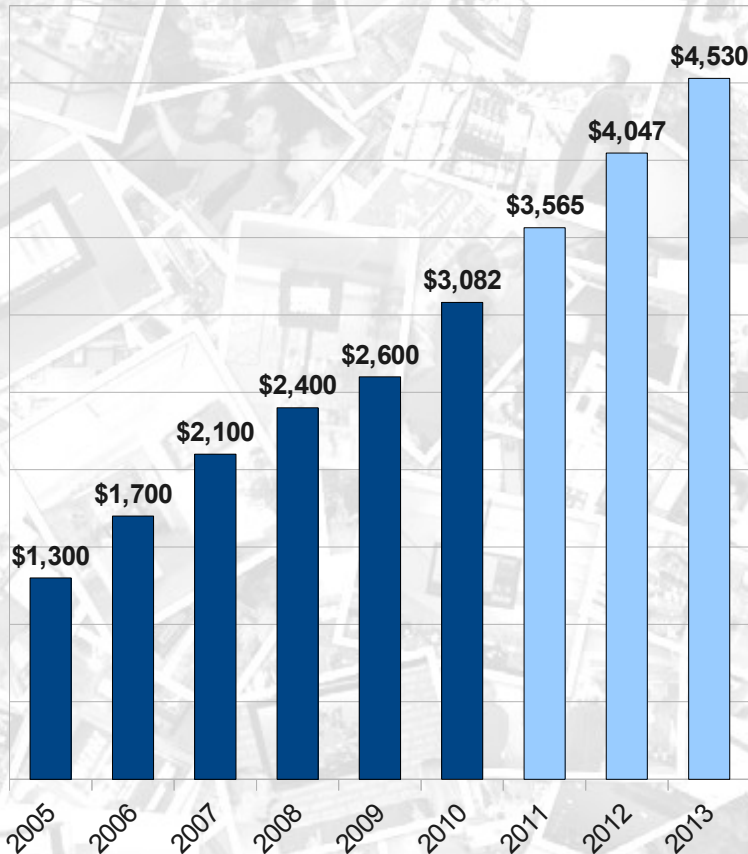
Alessio Signorini
Chief Technology Officer

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Digital Out-Of-Home Advertising

Digital Out-Of-Home Media Spending

www.adcentricity.com

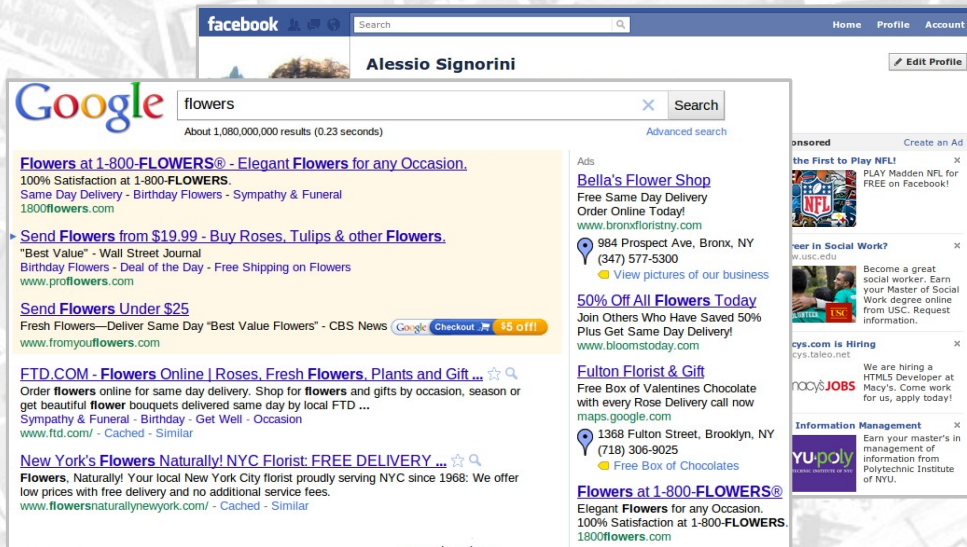


Pedestrian Signs
~3 Million

Monthly Reach
67% of 18+

Spending in 2013
\$4.5 Billion

Very Little Targeting



Offline
(...not so much...)

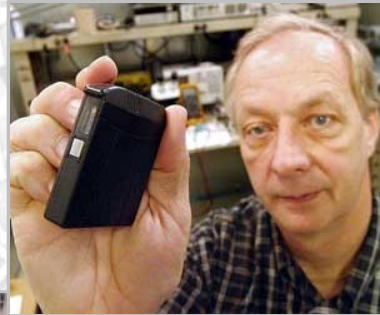
VS.

Online
User Profiling
Geo-location
Targeting
Machine Learning



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Poor Analytics

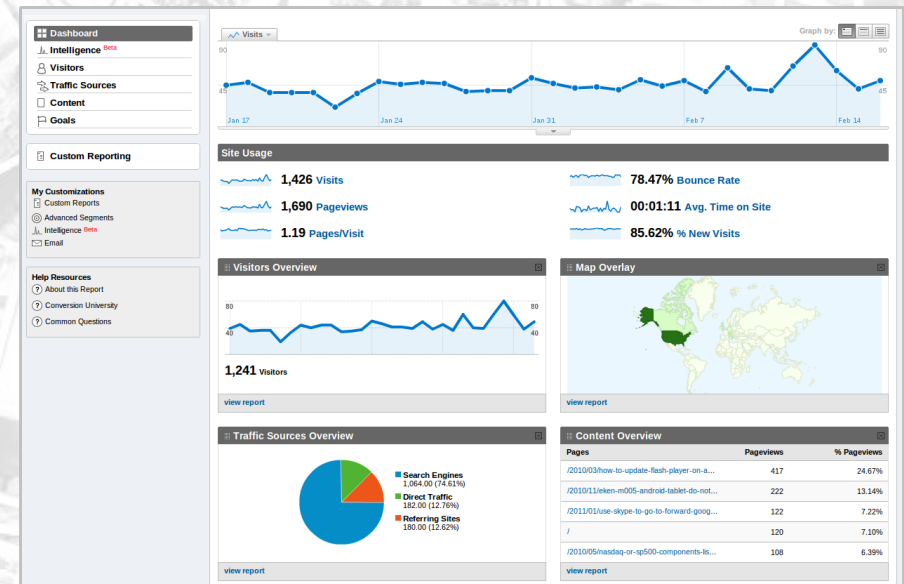


VS.

Offline
(...kind of...)

Online

Real-Time Analytics
Traffic Analysis
Conversion Metrics
Trend Graphs



Low Engagement

Online

Engaging
Interactive
Captivating
Call to Action

VS.



Offline
(...oh, well...)

An online advertisement featuring a red 'f' logo on the left. The top section is a dark blue box with white and yellow text: 'InterestPlus Online Savings', 'GET PAID. TWICE.', 'Get a superior 1.25% APY* + 10% BONUS with \$1,000 or more on interest earned*', 'Learn More', and 'MEMBER FDIC'. The bottom section has a white background with the text 'Midsize businesses are the engines of a Smarter Planet. See how an IBM Business Partner can help you work smarter.' and the IBM logo on the right. An Xbox 360 Kinect sensor is shown at the bottom.

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Personalized Recommendations

Customers Who Bought This Item Also Bought

Reckoning with Risk: Learning to Live with Uncertainty by Gerd Gigerenzer ★★★★★ (8) £6.49

Gut Feelings: The Intelligence of the Unconscious by Gerd Gigerenzer £10.27

What Do Customers Ultimately Buy After View

68% buy Simple Heuristics That Make Us Smart (Evolution) £18.99

17% buy Gut Feelings: Short Cuts to Better Decision Making £6.74

9% buy Influence: The Psychology of Persuasion ★★★★★ £7.09

Other Movies You Might Enjoy

Amélie ★★★★★ Add Not Interested

Y Tu Mama Tambien ★★★★★ Add Not Interested

Guys and Girls ★★★★★ Add Not Interested

Mostly Martha ★★★★★ Add Not Interested

Only Human ★★★★★ Add Not Interested

Eiken has been added to your Queue at position 2. This movie is available now.

DAKINE OLIVIA SKU: #7737281 \$51.00

COLOR: YELLOW ADD TO SHOPPING CART

WOMEN'S SIZE: One Size

WOMEN'S WIDTH: One Size

ADD TO MY FAVORITES

PRODUCT INFORMATION:

- The chic Dakine® Olivia is a soft-structured vinyl bag that dresses up every outfit.
- Stylish vinyl bag with ruching detail.
- Main compartment stores your wallet, cell phone, small accessories and personal technology.

ALTERNATIVE PRODUCTS FOR YOU

Brighton Blondie Messenger \$250.00

Treesie Metro Crossbody \$298.00

Dooney & Bourke Mini Margot Cross Body \$145.00

Like Amazon and Netflix but in real life,
you could get recommendations while you shop.

RFID = Cookies for the Real World



Shops could remember your size/style
and pick new items for you.

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Introducing Wiji

- **Software Solution**

Install in existing screens, supports most OS's, easy deploy

- **Works with Commodity Hardware**

A \$30 webcam is ok, any touch screen, generic display, ...

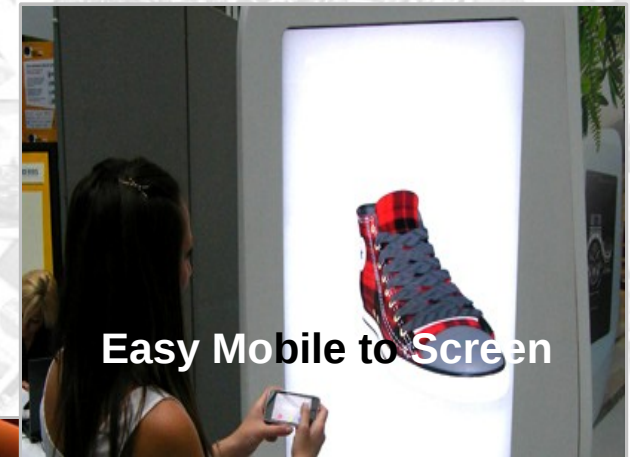
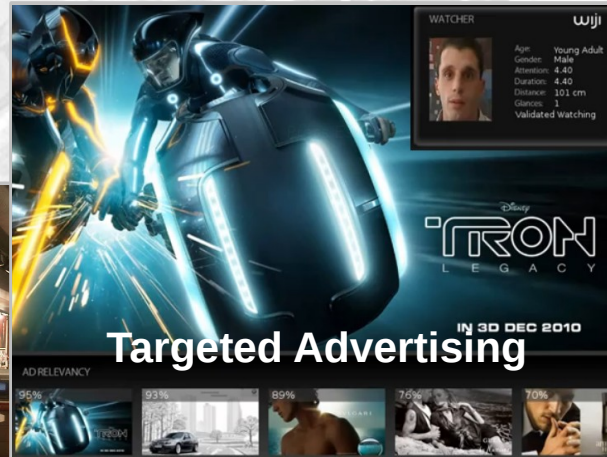
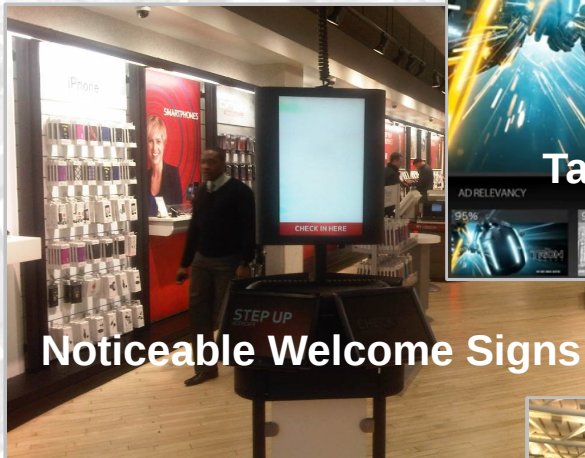
- **Easy to Integrate**

Libraries exist for Flash, Python, Perl, C++, ...

- **Offers Many APIs**

Face Recognition, AI, Mobile, Social Updates, Weather, Mic, ...

Examples of Applications



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Stuff we have done with Wiji



- Retail Store Window
Traffic Parallel to Screen
- +60% Attention Time
Users targeted on gender/age

- Movie Theater Hall
Ads and Recommendations
- Quick Point of Sale
Computer Vision for # Tickets



Wiji's Practical Artificial Intelligence

- **Respects Privacy**
Frames analyzed then discarded, profiling but not trying to ID's
- **Can use Webcam for Feedback Loop**
E.g., check if user “looks long enough” at Ad to decide success
- **Smart Features Selection**
Uses all data (even weather!), then discards irrelevant features
- **API allows to Customize your Goal**
Optimize for Conversion, Attention Time, In-Store Traffic, ...

Contact Information



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