

# Cognimatics News

Newsletter 10 May 2014 from Cognimatics AB



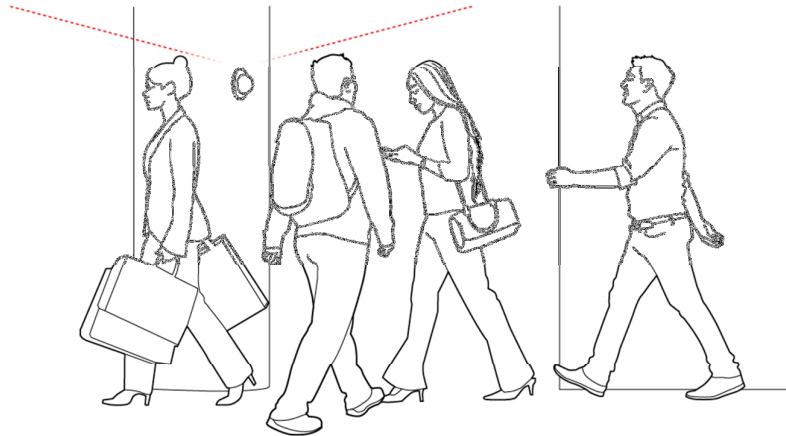
## Get to Know Your Customer Demographic

Cognimatics presents TrueView Gender®, a powerful customer behavior analytic tool for gaining a deeper understanding of your customer demographics, empowering you to make better marketing decisions that will have a positive impact on your store's performance.

### Description

In today's competitive retail environment, it is not enough to offer high quality services or goods, or to create well-organized promotional campaigns. To really be successful and gain that competitive advantage it is crucial to learn and comprehend the driving force behind changing market realities: the behavior of customers.

TrueView Gender® is an automated stand-alone gender analytics system, for wall mounted cameras, that is powered by Cognimatics' leading video analytics software. The unit is typically installed at the entrance of a facility facing inwards to avoid sun backlight. The unit generates statistics on the visitor ratio of males and females. Combined with a TrueView People Counter® unit the absolute values of males and females are provided. For privacy the unit can be set in anonymous mode so that no video ever leaves the camera, effectively transforming the camera into a privacy safe sensor.



*TrueView Gender® embedded for Axis network cameras.*

### Features

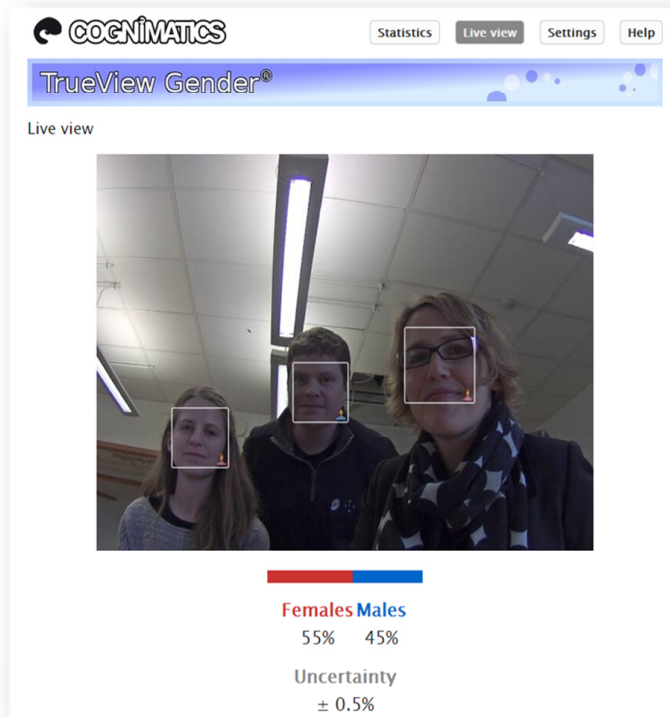
**Discover who is visiting your store:** Compare gender statistics between stores throughout an entire chain.

**Integrate with additional analytics for a better understanding of your customer base:** Cross data with visitor traffic and POS data to gain insights about customer behavior

**Find out if your advertising is effective:** Follow up and optimize marketing campaigns.

**Modify your store to better suit your customer demographics:** Plan for staff levels and staff demographics.

**Appeal to your clientele:** Reduce cost base, increase sales and improve the customer experience.



*Screenshot of TrueView Gender®*

For additional information or a free demo license, please contact us by phone or email.

Information

[Product sheet](#)

[Manual](#)

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