



Panasonic
BUSINESS

**Face Recognition and
Analytics Solutions**



Intelligent insight.
With greater clarity than ever before.



See in more detail. Understand in more depth. Profit in more ways.

- Gain greater insight into customer types and behaviour than ever before.
- Shape your operations with the analytical capabilities of Panasonic's surveillance camera and the IP-based facial recognition technology.
- Create more comfortable, secure and productive visitor experiences through people counting and heat mapping.
- Minimise risks and prevent unwanted access throughout your premises.



Introducing Panasonic's Facial Recognition Solution

Imagine if you could identify customers on your premises, visitors to your facility or people at your event? And then, from that visual information, you could assess their gender, their age, their approved access level or even their likelihood to buy your products or services?

Next, imagine if that level of detail could be matched to 'people counting', which monitors the movement of individuals, groups or large crowds of people throughout your premises, looking at where people went, how long they stayed in certain areas and where the greatest density of visitors was at any given time of day, month or year.

The insight – and intelligence – offered by such in-depth visual data carries invaluable commercial and operational advantages. And significant rewards.

Now, with the introduction of Panasonic's Facial Recognition Solution, those advantages and rewards are at your disposal. Combining the analytical capabilities of our surveillance cameras with an IP-based facial recognition system, it will change the way you see your operations – and the way you work – forever.



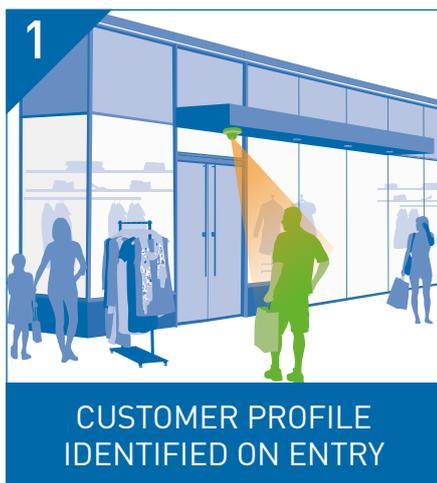
Greater customer insight

Enhanced customer service

Using the high-resolution images provided by the surveillance cameras, the system is able to analyse, in real time, facial characteristics of visitors to your premises and then identify the age and gender of those visitors. The analysis that the system generates means you have previously unobtainable insight into the types of customer and visitor you're attracting. So you can design your service or operations based on their specific characteristics.

Take a retail environment, for example. The system can register up to five million faces, and search through all five million in just three seconds. This extreme speed, when combined with age and gender recognition, creates an immensely powerful marketing tool. You can attribute specific promotions and messages to certain 'types' of face and serve them to the right people at the right time, via digital signage.

The camera's analytical capabilities can also be used to predict who is likely to visit defined areas of your premises or facilities, at defined times of day, to tailor your marketing messaging, product promotions and visual merchandising to ensure it has greatest impact.



At its most sophisticated, the system can generate intelligence which allows you to match your turnover with the groups of people – differentiated by age and gender – most likely to help generate sales, and adapt your promotions and merchandising accordingly.

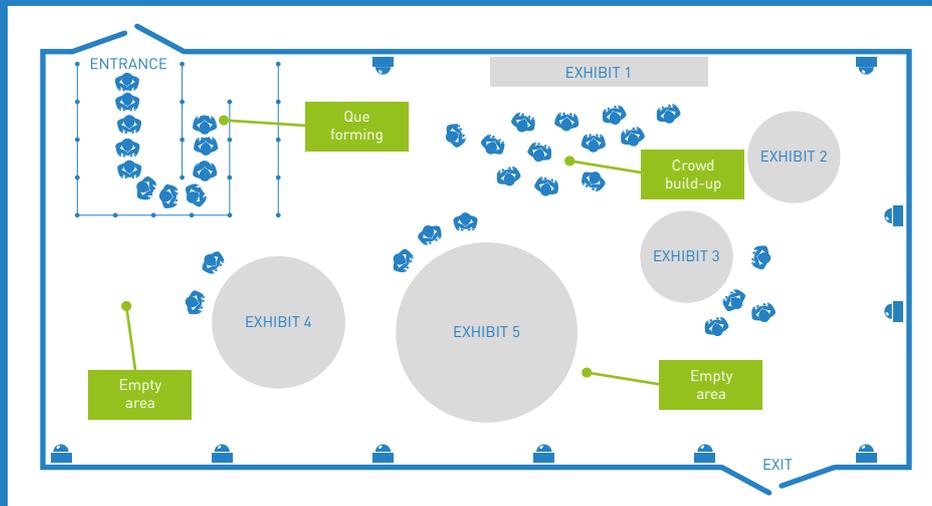
Streamlined movement For a smoother experience

Another major strength of the solution is its ability to identify the movement of customers and visitors throughout your premises. Using the visual insight it generates – including ‘heat mapping’ and people counting – you can easily identify areas people visit most regularly, where movement is restricted, where queues form and where people spend most time.

For privacy reasons, you can mask individuals, so people are counted and recognised without being made visible. Once recorded, these people remain ‘invisible’.

This knowledge allows you to optimise the layout of your premises to ensure an easy, comfortable flow of people, to understand where products, services or information are most valuable, and to decide where staff should be positioned for optimal customer service and security.

This application is of great value to public attractions such as museums or galleries. With visual intelligence of visitor flow, you can easily understand where installations or exhibits are best placed for greatest engagement and interaction.



Example of visitor tracking in a museum situation





Intelligent security Safer operations

Security is one of the system's greatest strengths. By matching real-time face images to those stored on the server, the system automatically alerts you to unwanted visitors and enables the tracking of individuals involved in criminal activity.

Taking an airport, as an example, you can identify when people enter and leave the building; whether they're arriving or departing for an interconnecting flight; whether they've passed through security, passport control or baggage collection; or, when they pass through boarding gates.

This level of insight allows you to deal with potentially damaging security risks such as left luggage – by referring to the visual intelligence, you know whether luggage has been left as a legitimate mistake or whether something more sinister is occurring.

Equally, the system allows access control at public events or in public areas to be far more efficient. Multiple entry points can be monitored and managed remotely, eliminating unwanted access and ensuring queue control and crowd safety at all times.



Central control Wide-ranging management

One of the major advantages of the Facial Recognition Solution is the level of control it gives you from a central point of management.

Thanks to the direct connection between camera and server, you can control and gather insight from up to 20 remote cameras from one server, at the same time. With face matching and visual analysis carried out by the system in real time, your operator can easily access any recorded images related to that face or customer, via the GUI in their monitoring software.

You can access the full benefit of camera analytics in two ways:

- Using the PC/software-based face server technology in conjunction with our compatible cameras.
- Using our 360° cameras which have the technology embedded. As well as providing analytics, this also means fewer camera installations (thanks to a wider coverage) and a lower cost of ownership.



Talk to Panasonic to discover
what intelligent insight
can do for you

Call +44 (0)2070226530

Visit business.panasonic.eu/security-solutions

