

BioMarketing

Research

Herta invests heavily in R&D to ensure a sustainable competitive advantage.

Innovation

Innovation is the key factor in our technological development, resulting in products becoming industry benchmarks.

User-oriented

We believe that the key to success in biometric applications is designing them with the end-users in mind.

Biometric security

Over 10 years of expertise in speech, face, iris and fingerprint recognition. Our expertise also covers multimodality and biometric encryption.

FACIAL MARKETING

Face biometrics is useful as a means of detecting and identifying an individual, but it is also an excellent tool for learning more about your customers. With facial analysis technology it is possible to classify individuals based on their physical appearance and then use that information in interactive, targeted marketing.

Our face marketing solution extracts an individual's characteristics such as age range, gender, ethnicity, use of glasses (including tinted lenses), and facial expression. This technology yields excellent performance with frontal or almost-frontal faces.

Herta's facial marketing provides enormous added value to advertising systems, by assessing the segmentation of the target audience. This way, advertisements are projected to the actual targets of a campaign.

SPECIFICATIONS

- Extraction of features and multiple face detection in real-time
- Image, video, or live capture
- Automatic and non-invasive technology
- Multiple user characteristics (age range, gender, ethnicity, use of glasses, facial expression)
- Integration API available

APPLICATIONS

- Segmentation of objective target
- Smart selection of advertisements
- Adaptation of content to the audience
- Permanent acquisition of customer statistics

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FACIAL ANALYSIS FOR TARGETED MARKETING

Type of identification	Face, contactless, on the move and at a distance
Video capture resolution	High definition
Face resolution (width)	Minimum 50 pixels, optimal from 100 pixels on
Face rotation	Optimal up to 15°, either horizontal or vertical



Herta Security's face marketing technology extracts physical characteristics of users for smart selection of advertisements in digital signage.



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