Increase visitor value and ensure security using advanced AI-enabled video analytics to detect and monitor visitor traffic

The Challenge

Brick and mortar businesses in every sector—retail, entertainment, transportation, healthcare, and more—are struggling to improve visitor value and enhance customer experience in the face of sophisticated marketing tools available to online providers. At the same time, ensuring the safety of customers and employees remains a top priority that requires a proven, reliable approach.

The Solution

The Vaidio AI Vision Platform provides an AI-enhanced solution for counting unique visitors in venues of any size. Using the power of PS (photometric stereo) Face Recognition, the Vaidio platform enables users to detect how many visitors are in a space, analyze visitor activity (where they enter/exit, how long they spend in an area or at a specific display, whether changing store layout or offer placement, etc.), and provide alerts to suspicious activity, as well as check attendance of employees and staff.

Designed to be compatible with any new or existing IP camera and currently integrated with 28 market-leading Video Management Systems (VMSs), Vaidio supports multiple AI analytics on a single camera. Vaidio operates on real-time video, offers AI-accelerated video search, and can mine the video stream for business intelligence data.

Vaidio Unique Visitors Counting is used to detect new, repeat, and frequent visitors and to understand how they move throughout the space—including a precise timestamp for each movement or activity. Collected data can be used to create reports on visitor demographics (age, gender), calculate conversions and sales effectiveness, personalize offers, and more. With the ability to apply comprehensive analytics and intelligent data mining from any ONVIF IP camera and existing video infrastructure, Vaidio enables businesses to make better, smarter business decisions based on accurate and immediate customer insights—all while keeping visitors and employees safe.
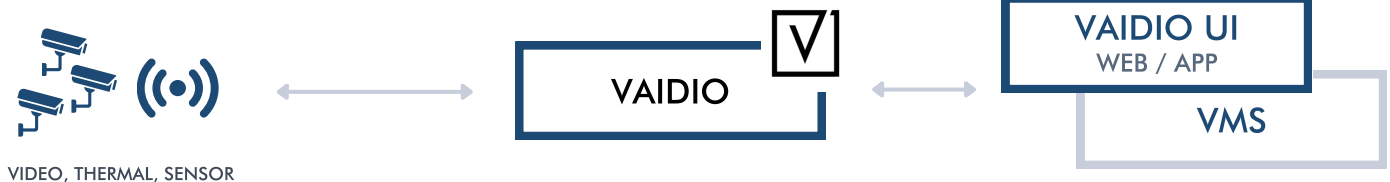
Features and Benefits

☐ **IMPROVED CUSTOMER EXPERIENCE**
Vaidio helps users ensure the effectiveness of store layouts, in-store ads, personalized offers, and more to help boost sales conversions and drive customer loyalty.

☐ **CUSTOMER PRIVACY**
Privacy face blurring is enabled by default, along with auditable video search, keeping customer trust at the forefront.

☐ **PRECISION**
PS-face recognition enables accurate, automatic identification of each visitor to provide real-time alerts and statistics on people, behaviors, motion, and movement.

☐ **COMPREHENSIVE VIDEO ANALYTICS**
The platform combines 30 advanced AI video analytics functions, including PS-face recognition, motion and intrusion detection, and more on a single platform to deliver key insights.

☐ **EASY INTEGRATION AND SCALE**
Vaidio works with any ONVIF IP camera and existing video infrastructure and scales from 10s to 1,000s of cameras, making it a versatile solution for businesses of every kind.

☐ **REAL-TIME MONITORING AND ANALYSIS**
Always-on, AI-enhanced monitoring and video data analysis enables accurate visitor counts and access to valuable data during and after open hours.

☐ **GREATER ACCURACY**
Using advanced AI algorithms, Vaidio can provide an exact count of unique and repeat visitors, exclude staff from statistics, ensure data precision, and reduce false alerts by up to 99%.

☐ **FALSE ALERT REDUCTION**
With advanced AI algorithms, Vaidio can identify complex behaviors and filter out false alerts, reducing them by up to 99%. This high accuracy dramatically increases operational efficiency.

Architecture

VIDEO, THERMAL, SENSOR → VAIDIO → VAIDIO UI WEB / APP / VMS

Testimonials

IDC

"IronYun's Vaidio AI Vision Platform is recognized by IDC as "a good decision for enterprises that have extensive video surveillance capabilities and want to upgrade to advanced analytics that incorporate the latest technology."

- IDC MarketScape, Video Surveillance Analytics, Nov 2021

NVIDIA.

"Out of hundreds of solutions we've worked with, Vaidio is one of a handful that ranks highest in terms of platform maturity and driving real-world customer value."

- Jumbi Edulbehram, Global Business Development, AI-City, Nvidia

About IronYun and Vaidio®

IronYun's SIA award-winning Vaidio Platform brings advanced intelligence and accuracy to existing camera and video infrastructures with over 30 advanced AI video analytics functions that work across real-time, forensic and video data applications. Our mission is to help our customers improve security, safety, health, and operational efficiency, working towards a safer, smarter world.

MADE IN USA

NDAA Compliant