



## ICU / See You

### Face detection and movement recognition

Atracsys ICU enables new natural user interactions. Face detection and movement recognition technologies allow the ICU to determine which part of the screen users are looking at and their facial emotions. Users can control the interface by hand gesture control, body motion or facial expressions in real-time.

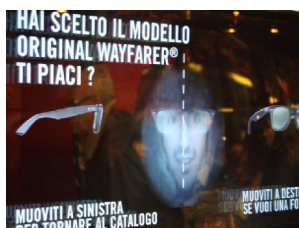
### Gender, age and emotion of the user

The system is also able to identify different information by looking at the user, such as age, gender, and the emotion currently displayed. Adapt content to users in order to provide them

with personalized information. Placed in a shop window or in street advertising, you can catch passersby attention and invite them to interact with the system in a natural and easy way.

### Differentiate yourself from the competition

Offer something your customers have never seen before. Make them feel in control by letting them decide what they want to see and give them the possibility to browse through the content by simply moving their heads, hands, body or change their facial expressions.



## Benefits

- Give visitors useful information, let them browse your product or service catalog even if the shop is closed.
- Create buzz and generate traffic.
- Adapt content to the actual public. The content displayed can be different for female / male, age, number of viewers.
- Impress visitors and clients and give an image of innovation to your brand.
- Enhance relations between your brand and customers.
- Entertain visitors with games based on the location of their faces or their gestures.
- Attract passersby to your shop window.
- Cost-effective solution.

## Our service

- Turn-key consulting service for the most valuable and intuitive presentation of your products and/or services.
- Custom-made applications.
- Installation and configuration of the ICU system.
- Possibility to display real-time messages.
- Tools to count measure audience and number of consultation.
- Access to your company- or website-database.
- Tailored to your needs: Hardware and Software modules may be added on demand to fit ICU to your own requirements.

## Technical specifications

### Face detection and tracking features

- Real-time eye, nose, mouth and face tracking
- Facial expression (happy, sad, surprised, ...)
- Multiple faces at the same time
- Precise face positions in 3D space

### Statistical information

- Gender
- Age
- Approximate location of customers gaze
- Customers visiting time

### Gestures

- Hands
- Users' skeleton

### Available modules

- Visage tracking, facial emotions, statistical feature retrieval
- Hand-tracking to allow users to browse though your interactive content by simple gestures
- Activation of special contents when products are presented in front of the ICU camera
- Augmented reality
- Gather statistical information

### Interaction system

- Color video camera, webcam or 3D camera

### Screen

- Can be combined with any kind of screen: LCD, plasma, video projector, ...

### Computing system

- Energy efficient mini computer