

Study on design and implementation of audience measurement functionalities for digital signage service using Kinect camera

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(Pt9)Abstract—Digital signage service is capable of providing advertisement contents and information to users using electronic displays with network capabilities. Compared to Traditional DID (Digital Information Device) that just provides contents one-way, digital signage service can provide more advanced functionalities such as user interaction and audience measurements. By measuring audience behavior, it is possible to provide appropriate contents to user and deduce advertisement effects. In this paper, we present implementations of audience measurement using Kinect camera since Kinect camera can track a human objects, distance calculation and gesture recognitions.

(Pt9)Keyword— audience measurement, digital signage, Kinect, AM



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