



person (99%)

on (100%)

person (99%)

person (55%)

traffic light (78%)

person (96%)

person (89%)

handbag (30%)

person (25%) (82%)

person (41%)

Laicos

bicycle (55%)

car (47%)

motorbike (82%)

THE NEXT GENERATION OF SALES AND SECURITY

bicycle (64%)

bicycle (98%)

backpack

Laicos Customer.Count NEW USPs

Track the number of customers entering and leaving a public setting.

- **Network Capabilities:** for settings with multiple entrances and exits.
- **POS Advertising:** improve customer information at entrance via USB stick or browser administration.
- **Easy System Set-Up:** via web browser or mobile phone.
- **Analytics:** live number of customers in location as well as area chart per day, week, month.
- **Custom Branding:** Individual text with emoji 🕶️ support
- **GPIO Interface:** control external devices for special events e.g. when maximum number of visitors has been reached, or people enter without mask.

Release 18.06.2020

- **Face Mask Detection:** Customers not following health guideline around the use of facial masks can be detected.

End of 08/2020

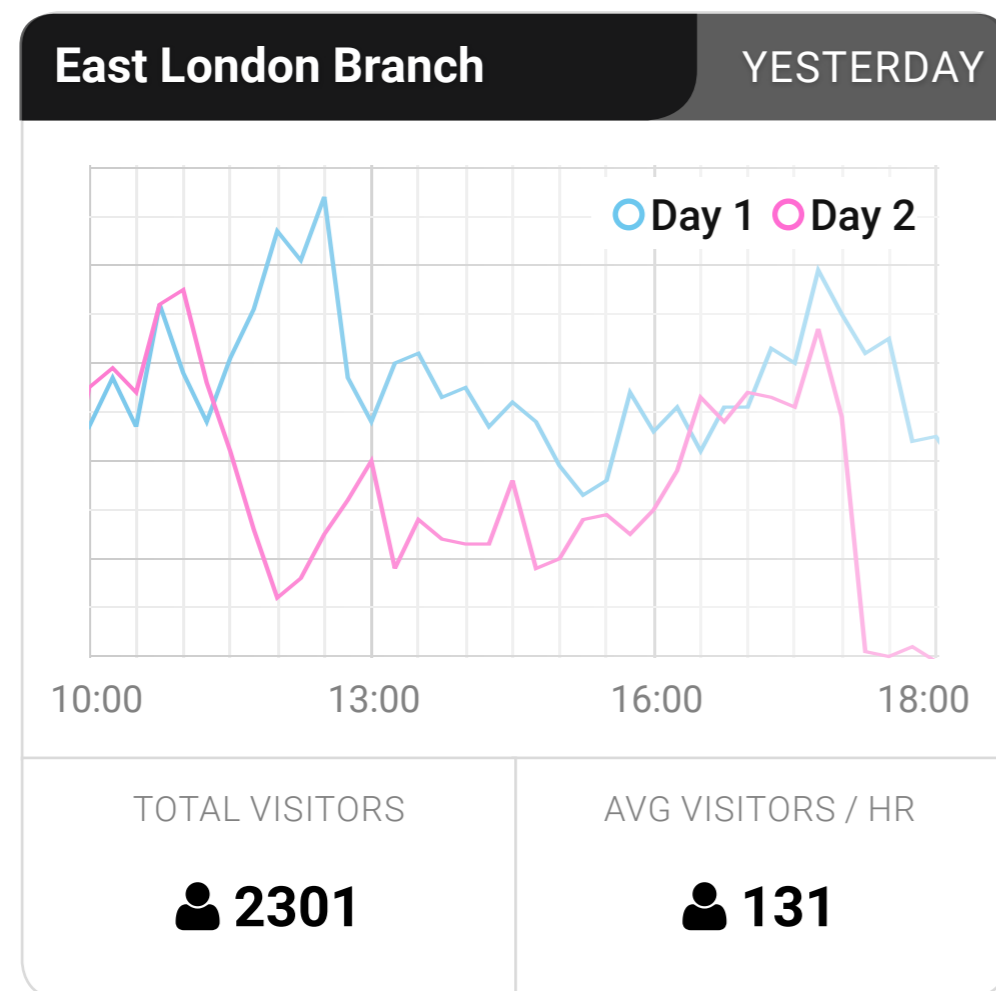
- **Multi-room and Area Monitoring** for social distancing and analytics
- **Customer.Analytics** tracks and analyses customer behaviour with specifically trained AI models
- **Gender and age detection:** The Laicos face recognition detects age, gender and mood of your customer watching a product.

After 09/2020

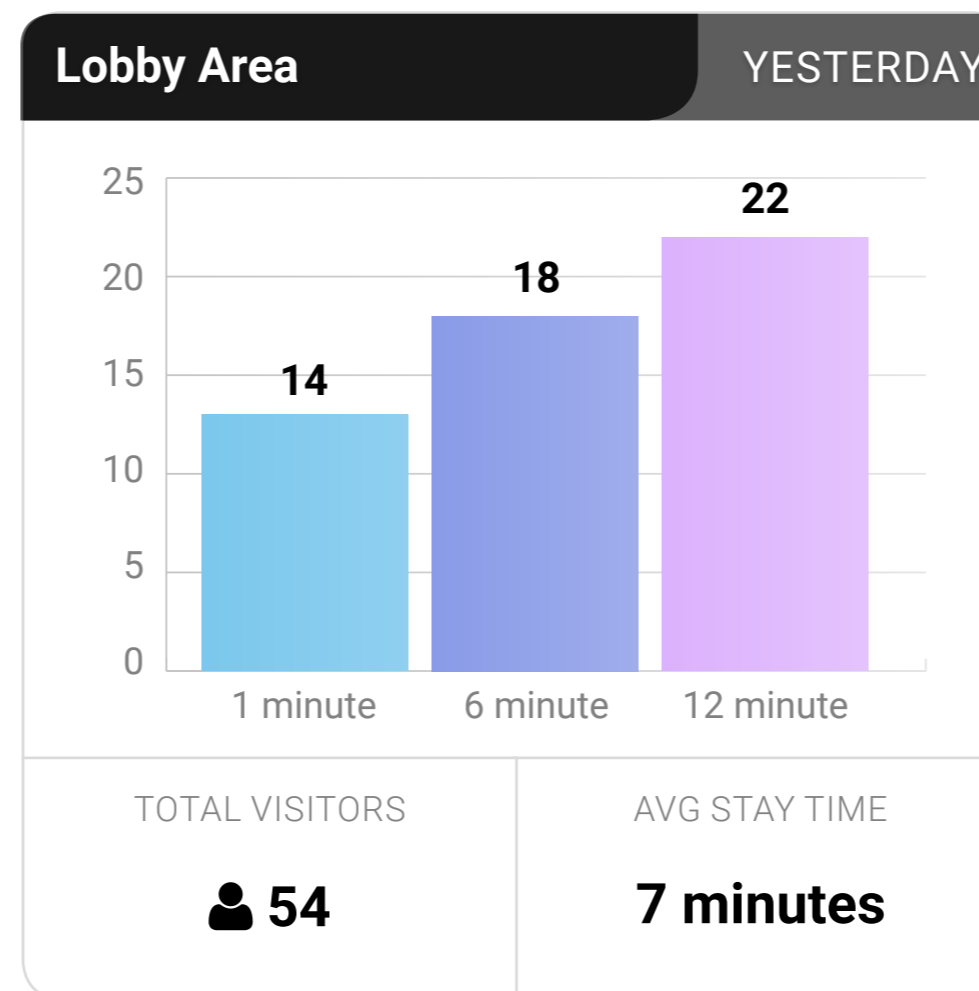
- **Custom AI Solutions at your needs** recognize other happenings like monitoring animals (zoo), get how many tables/chairs are used (restaurants), count people with suits or other styles (fashion store), or just speak to us what are your needs. AI opens up unlimited possibilities.

Laicos Customer.Count

The Laicos Customer Count app is designed to help maintain safety distance in all public areas, retail stores, supermarkets, hotels, restaurants, theatres, schools, etc. Social distancing has become a **top priority** in the ongoing battle against Covid-19. Laicos with its unique AI algorithm delivers exact customer numbers to ensure that state recommended distance rules are respected for each hour of the day. Laicos is the right and most future oriented solution on the market.



Laicos AI for objective and accurate counting



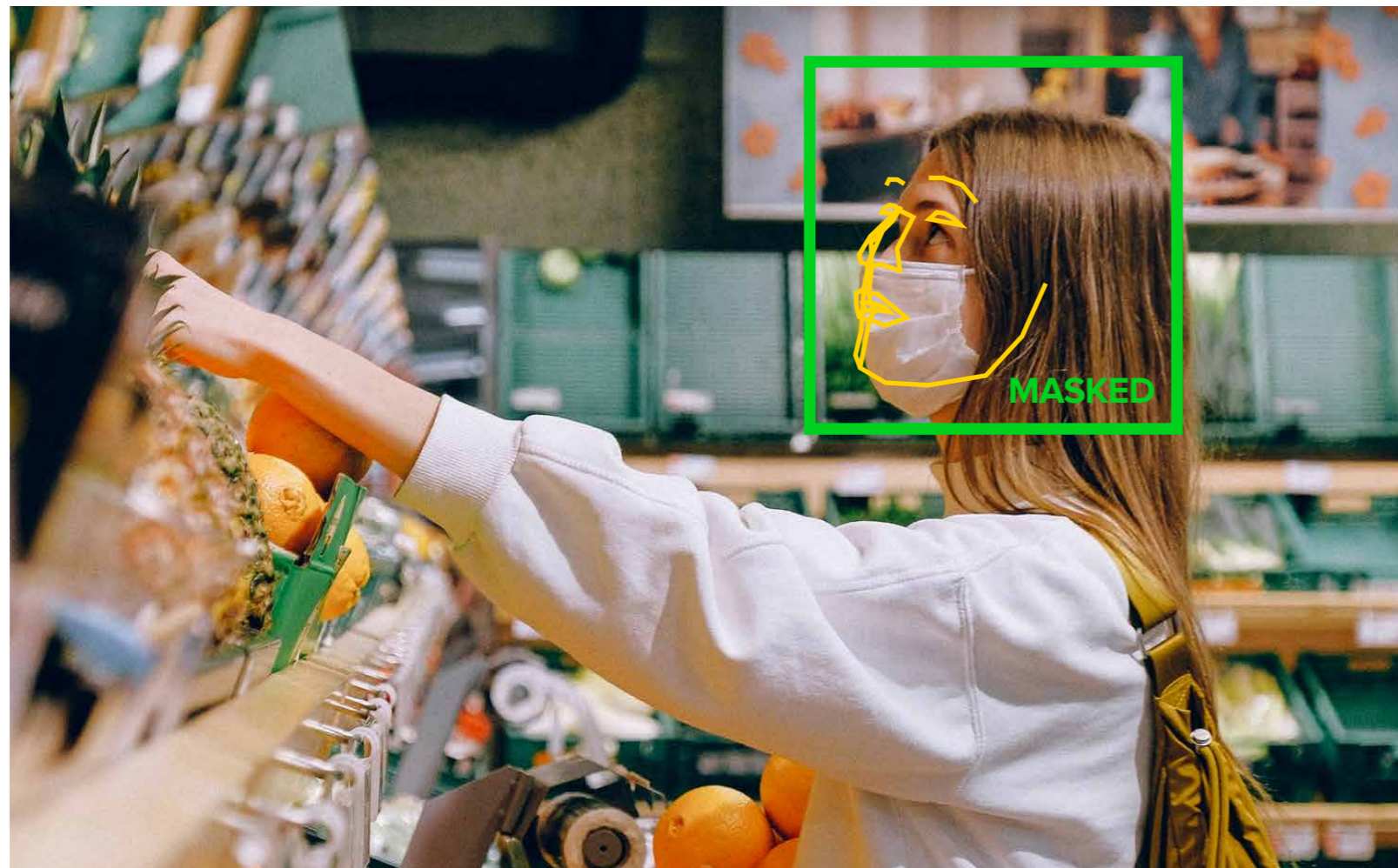
Average Length of stay per customer



Customers wearing masks

Laicos Customer.Count

One or multiple cameras track in real-time the exact number of customers entering and leaving a location or public area. Multiple entrances/exits and complete floors can be easily controlled by the system. All information is delivered to the Laicos traffic light display that regulates customer queue at entrance.

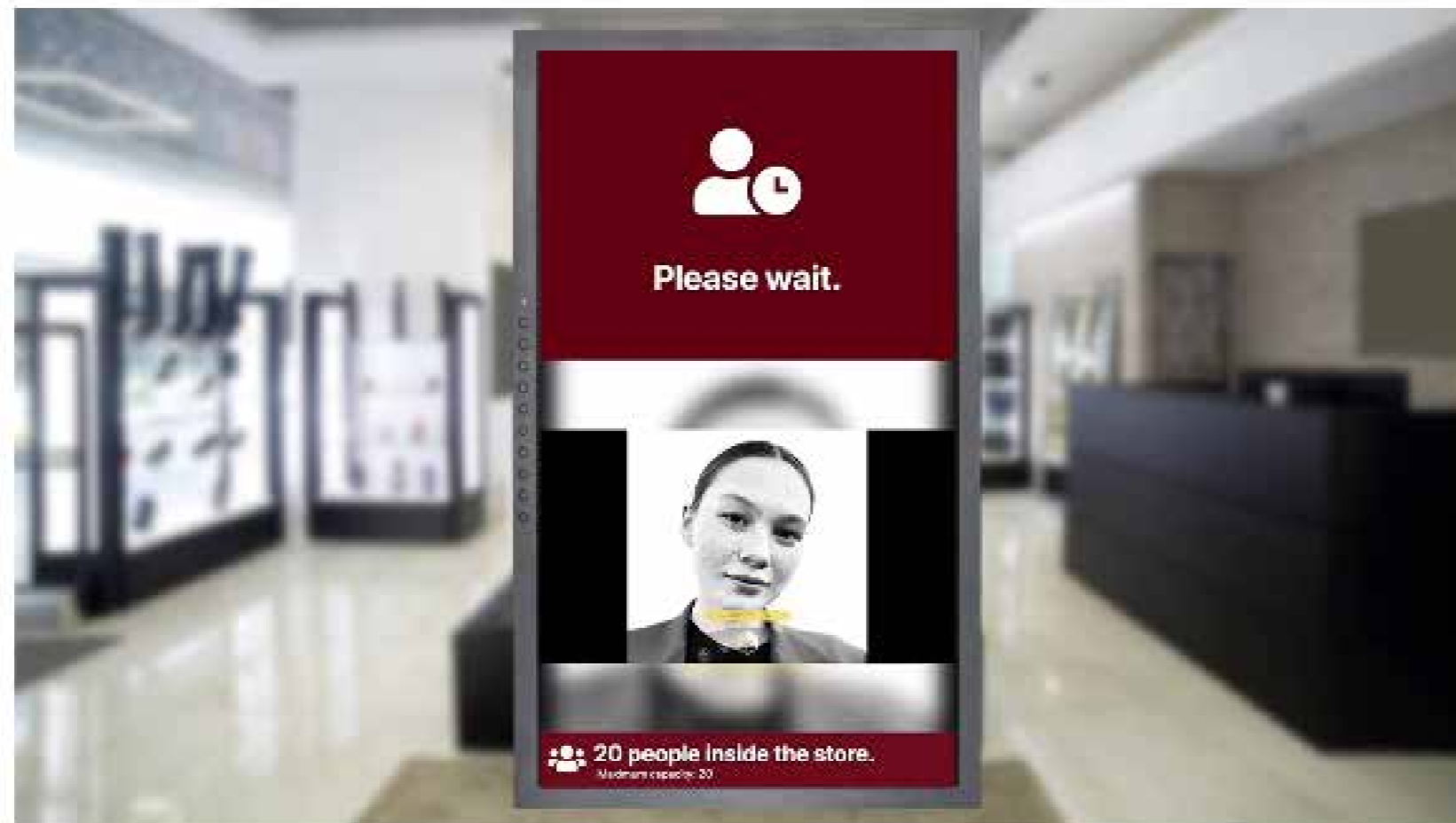


Laicos Customer.Detection Facemask

Customers not following health guideline around the use of facial masks can be detected by the Laicos software using a specific trained AI model. The Laicos Face Mask Detection is a great help to reach compliance levels. It can be used at the entrance of a public area and can notify a security person if a customer entered without wearing a mask.

Including targeted Digital Signage experience

The Laicos traffic light display allows the displaying of advertising and information to enhance customer experience at the Point of Sale. Laicos improves the interest for your products and enhances the spontaneous impulse to purchase. Content can be uploaded centrally through the laicos.ai website for each client or offline with a USB key.



Boost your revenues with responsive content

Laicos advanced feature for responsive content analysis each entering customer (age, gender) and uses its AI analysed results to adjust in real-time the displayed advertising and information.

Rely on Laicos and lower your costs

With Laicos you can rely on AI technology instead of adding employees or security staffs to regulate access to your location.

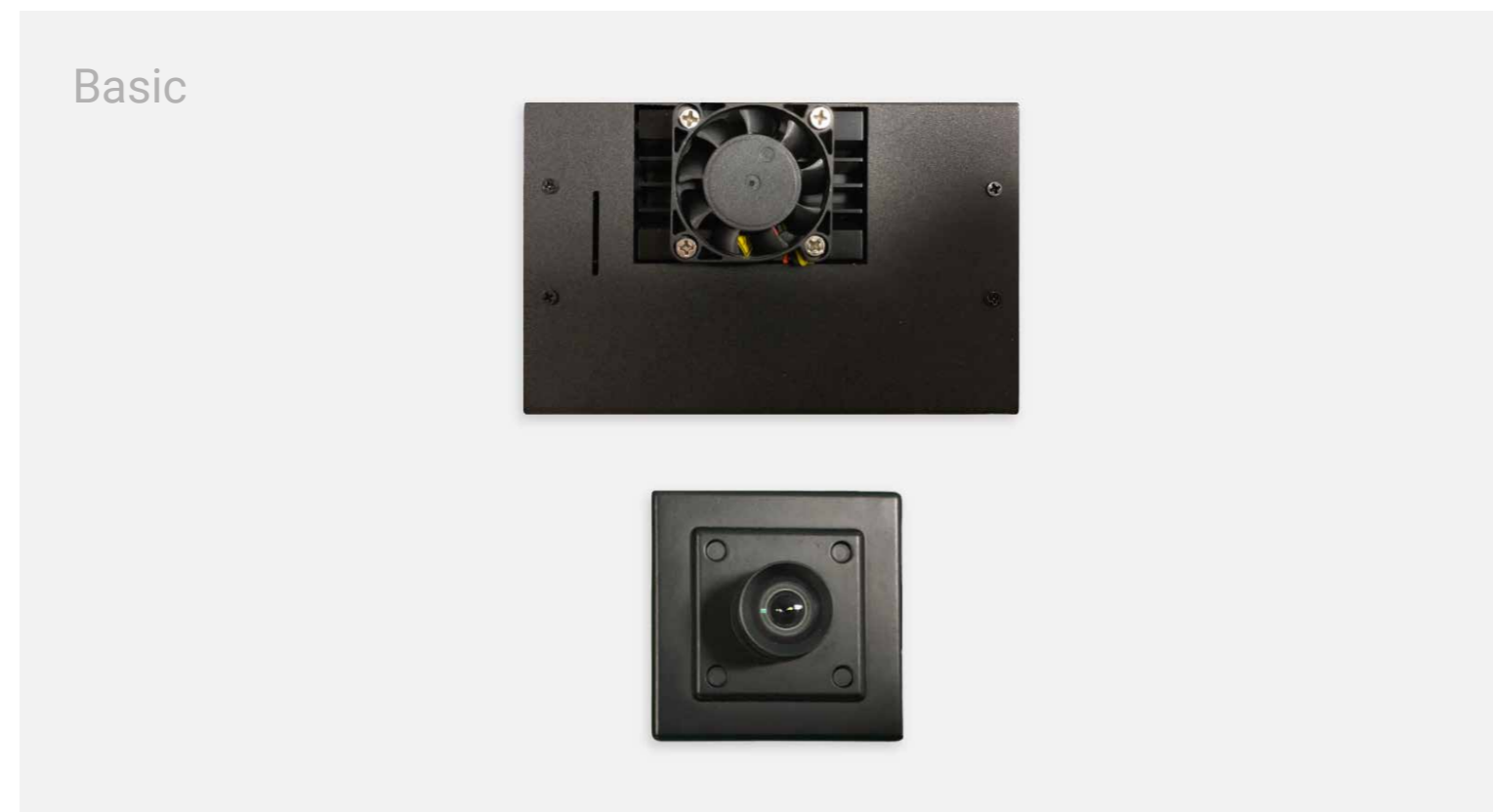
Possible anger and frustration of some customers is now blocked by the admission control objectified by the Laicos app.

Hardware packages

Laicos offers different hardware packages to meet your needs:

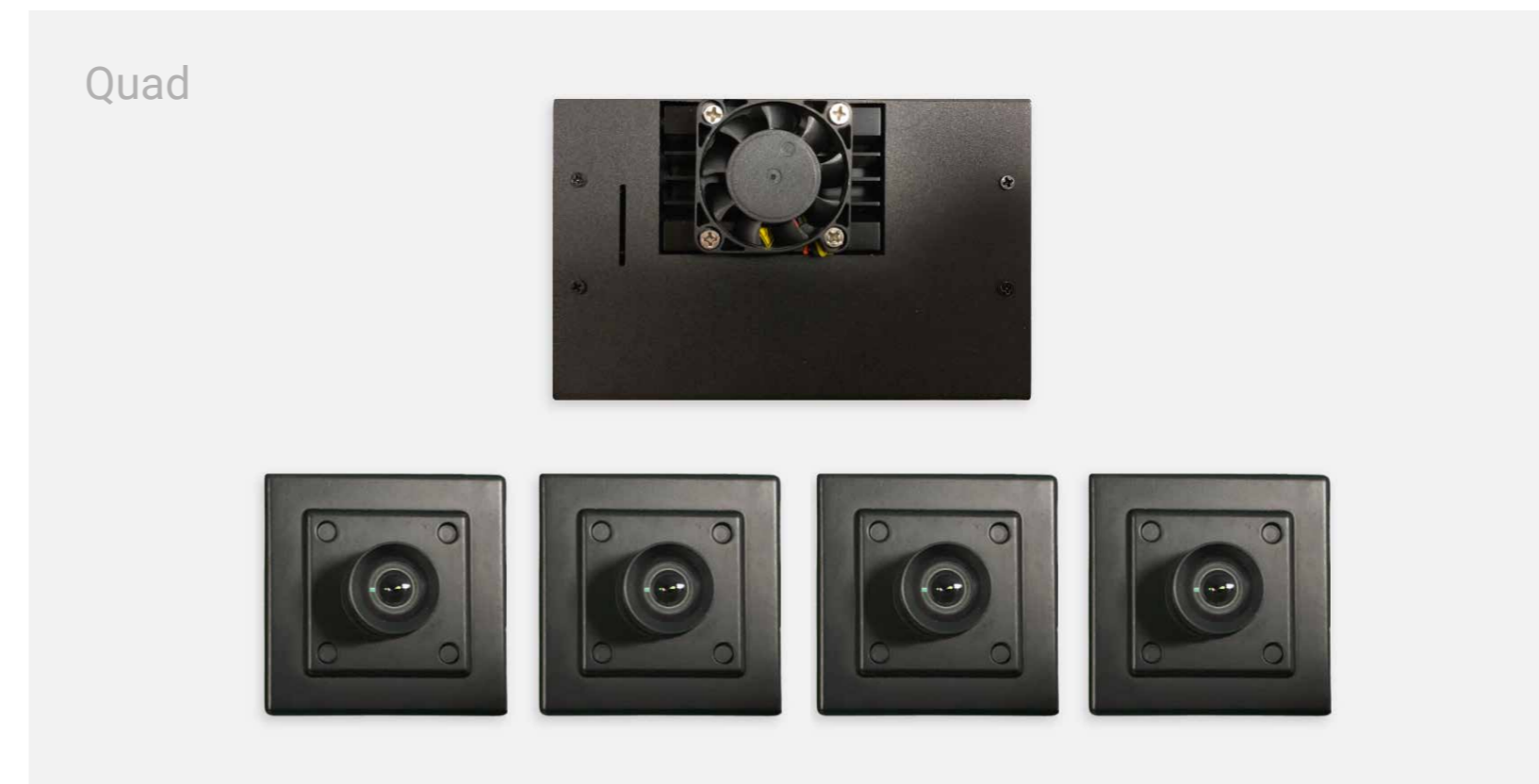
- **Basic system:** 1 nano computer + 1 camera
- **Dual System:** 1 nano-computer + 2 cameras

Basic and Dual Systems are mainly dedicated to the Customer.Count app. The Dual system allows further analysis by tracking customer from another angle. The second camera can deliver exact demographic data as well as controlling if customer enter public areas with a mask or not. The total weight for the basic system is around 400g. The nano-computer requires an ethernet connection and a power connection with 5V (2A).



- **Quad System:** 1 super-nano-computer + 4 cameras

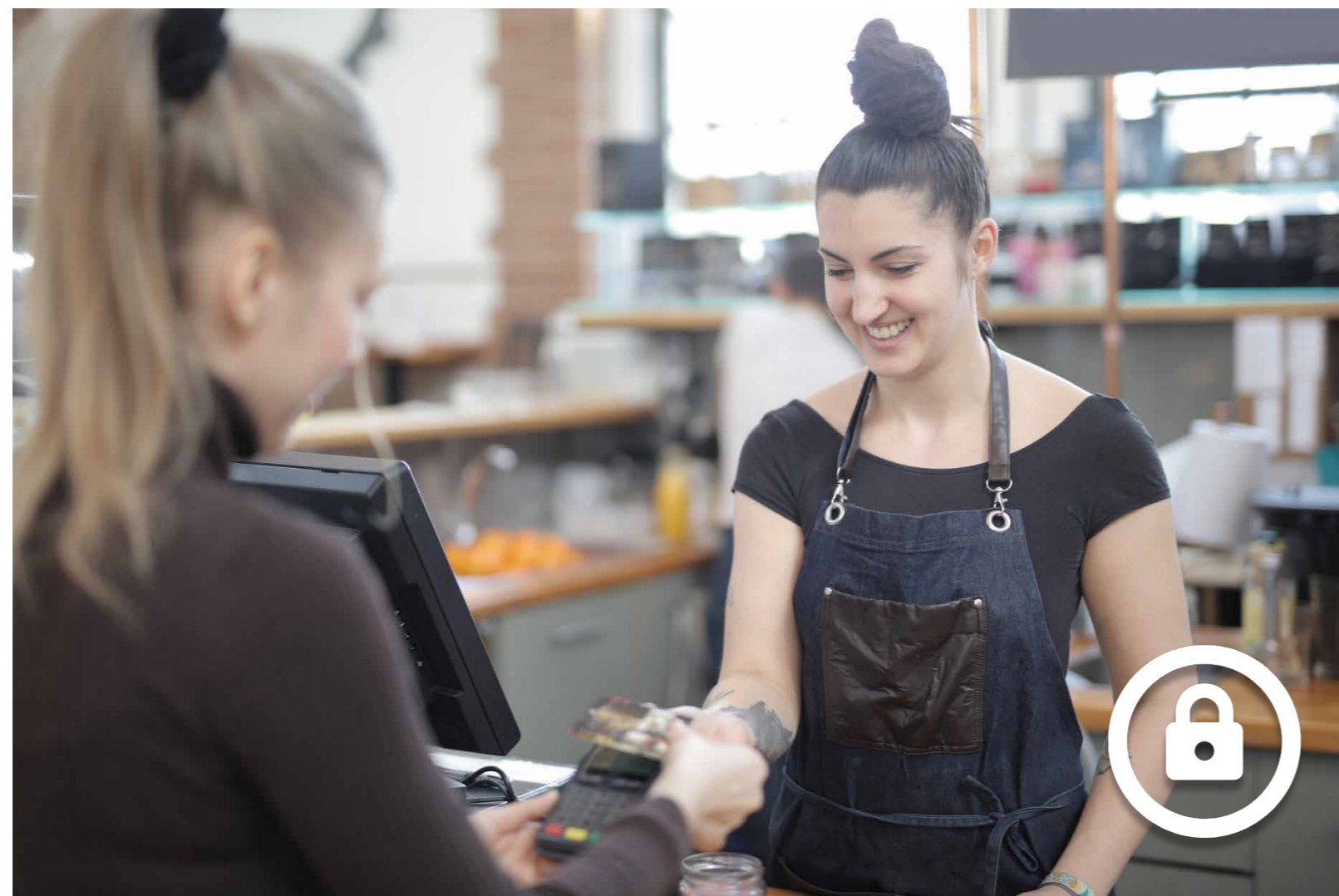
The Quad system is dedicated to full customer analytics and can be duplicated as often as required to monitor any public area, size and shape. The Quad System and its 4 cameras allow the monitoring of an area of approx. 200sqm (with a ceiling height of 3m).



Laicos.ai website

Laicos clients can subscribe to the laicos.ai website to profit from unique analytics features.

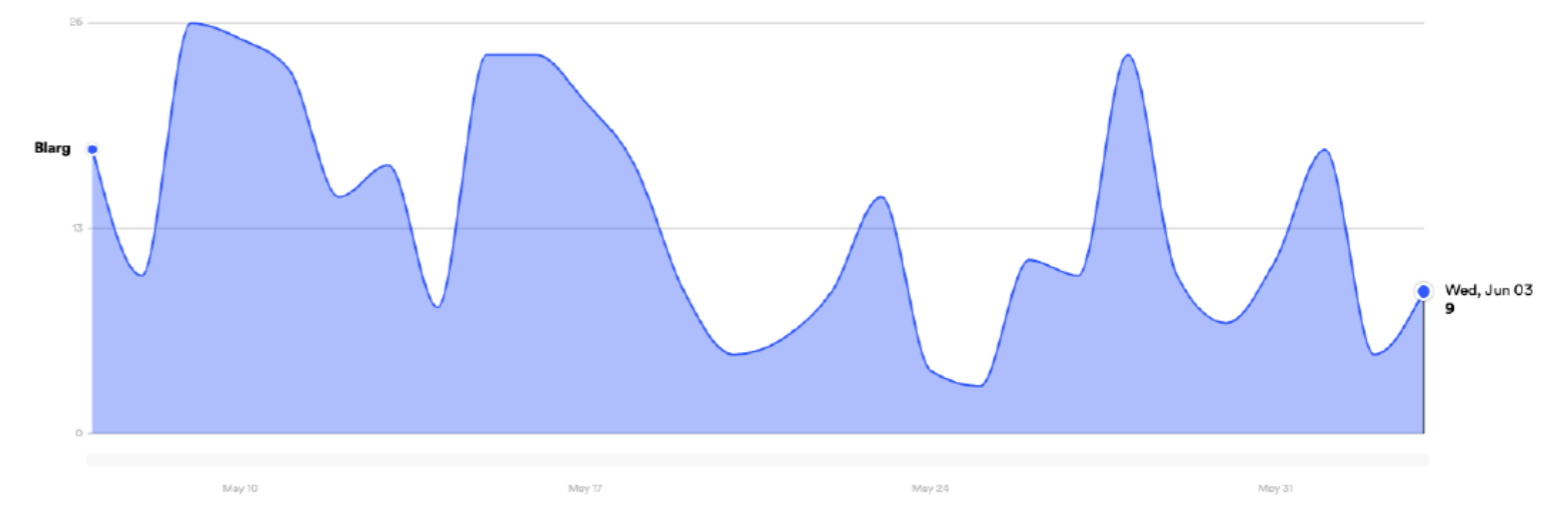
The website allows also the upload and scheduling of digital signage content.



Analytics

Persons ▼ 22% change since last month
7 MAY 2020 – 3 JUN 2020

Last 28 days



Laicos means social

Laicos is the social approach to analysing human behaviour without transmitting or storing any live data. All computing is done in real time on the system and only results and coordinates are delivered. Laicos is compliant with the general data protection regulation laws (DSGVO in the EU) and no specific individuals filmed can be linked to the data delivered by the system.

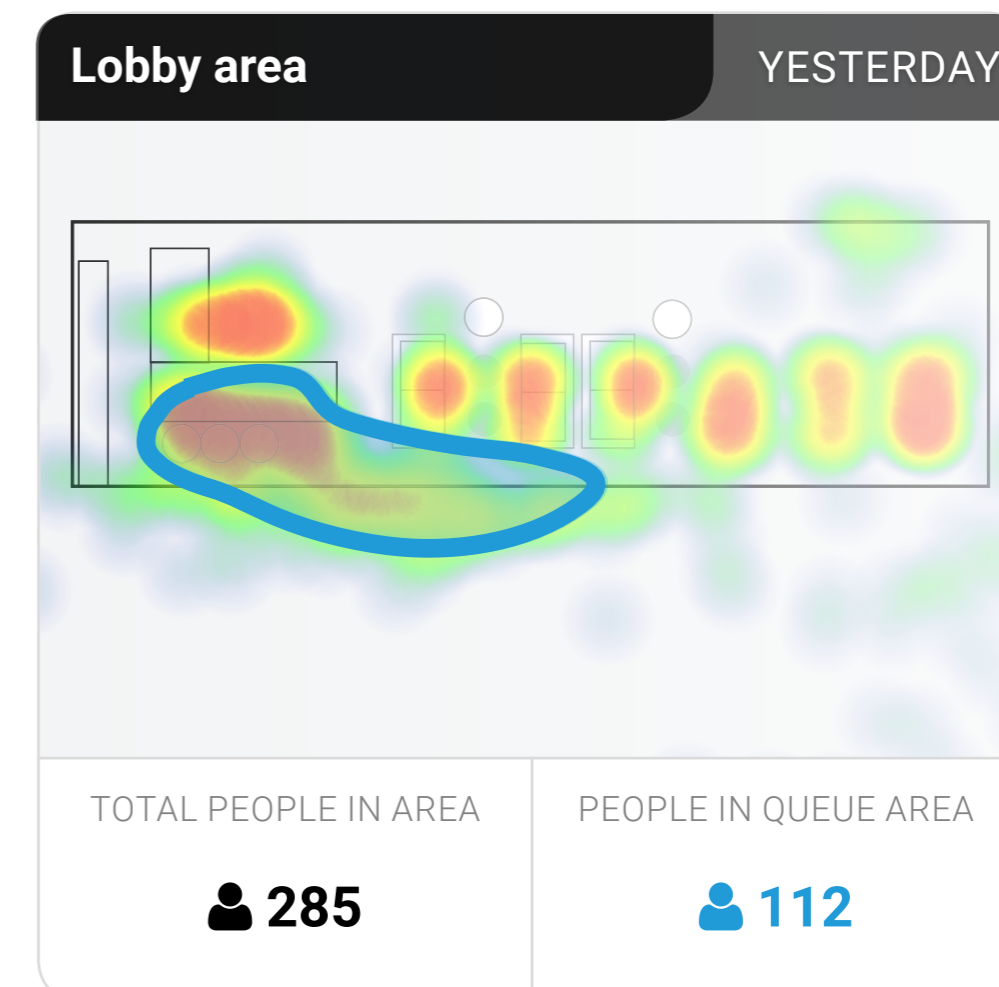
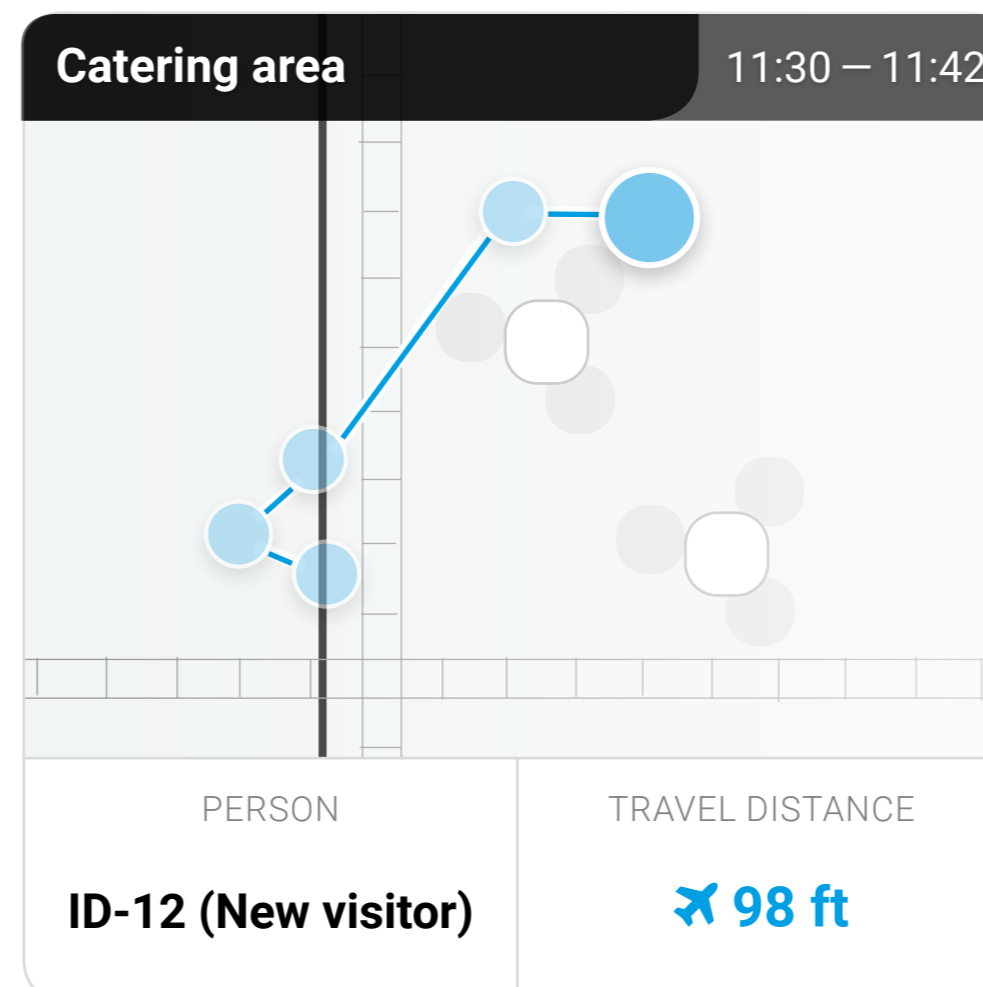
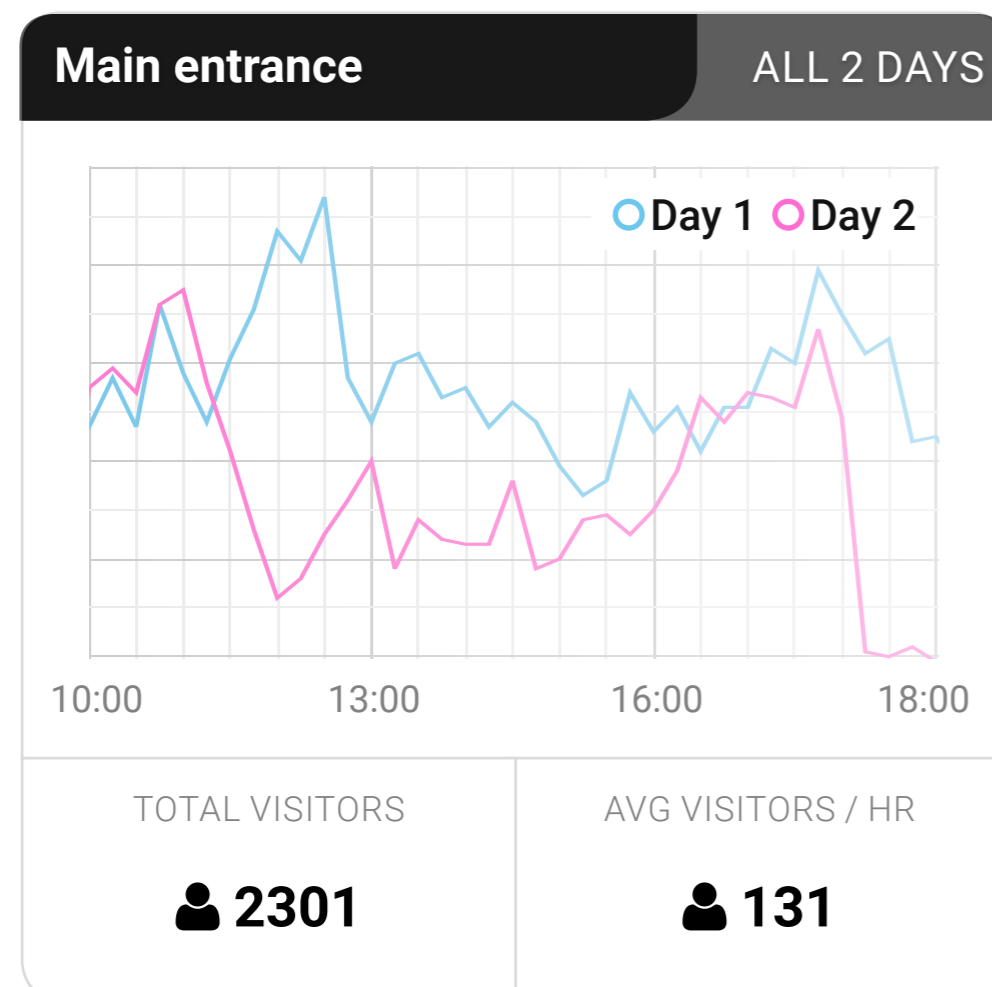
Customer Analytics

Laicos Customer Analytics is a powerful app that tracks and analyses customer behaviour with specifically trained AI models. Laicos unique features will help you to:

- Get insights of your customers' experience by means of location and time
- Improve your marketing strategy and sales efficiency
- Locate the optimal placement for promotion, messaging and products
- Enhance the design of your retail area or exhibition booth to boost customers' experience

Position tracking

Get motion analysis of your customers or count how many potential customers didn't enter your location. Track and analyses targeted areas to understand how customers react to your product offering.

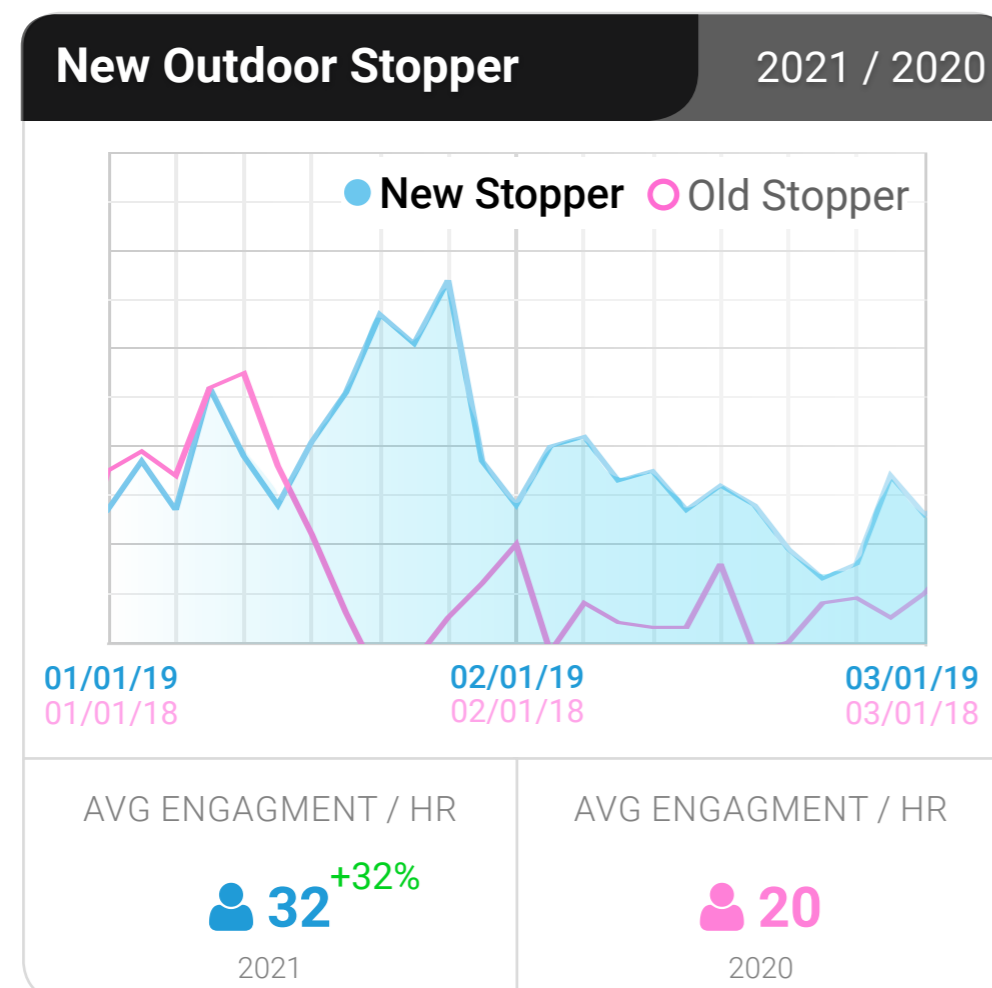


Detect high frequented areas

Heatmaps will show where are hotspots or queues and where should your products or offerings be placed. Laicos can also record exact position and walking distance of customers.

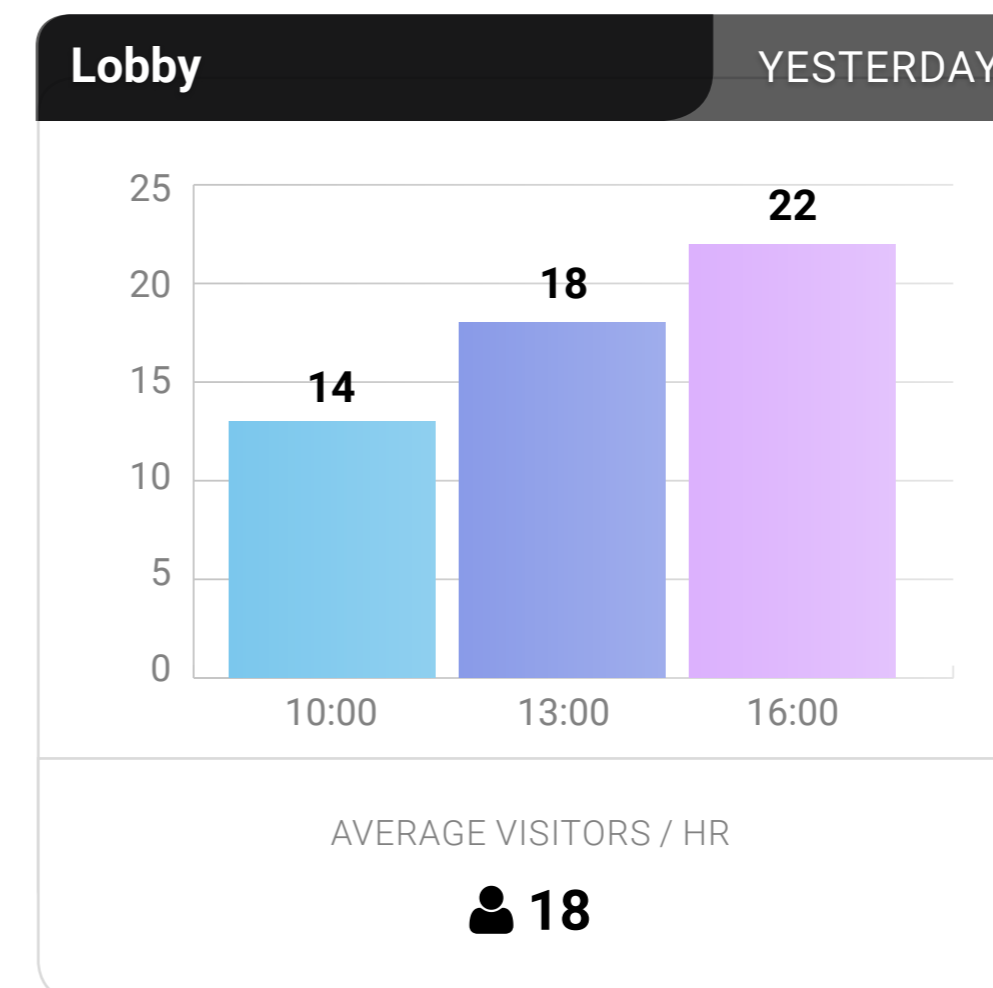
Performance Tests

A/B tests allow you to compare the performance of in-location advertising or promotions. It has never been so easy to compare the performance of a banner or outdoor stopper. Which promotion works best and attracts the most customers.



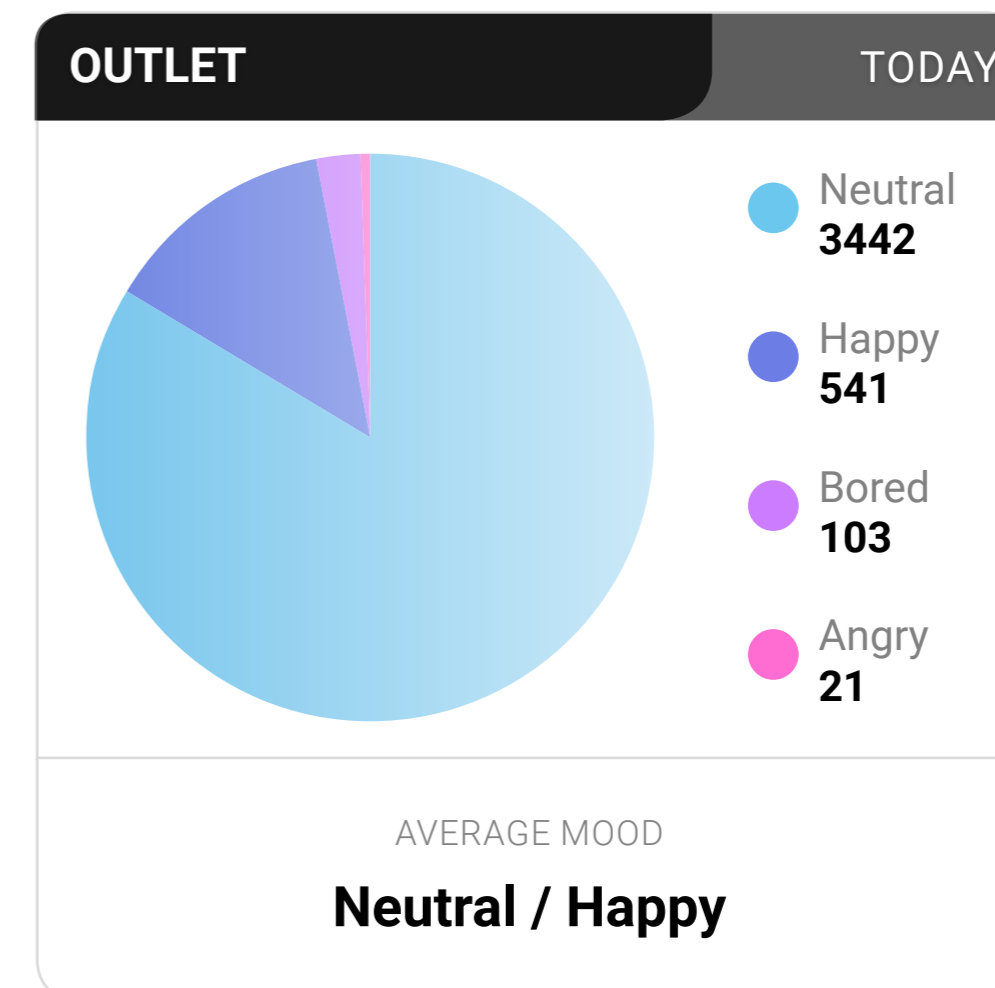
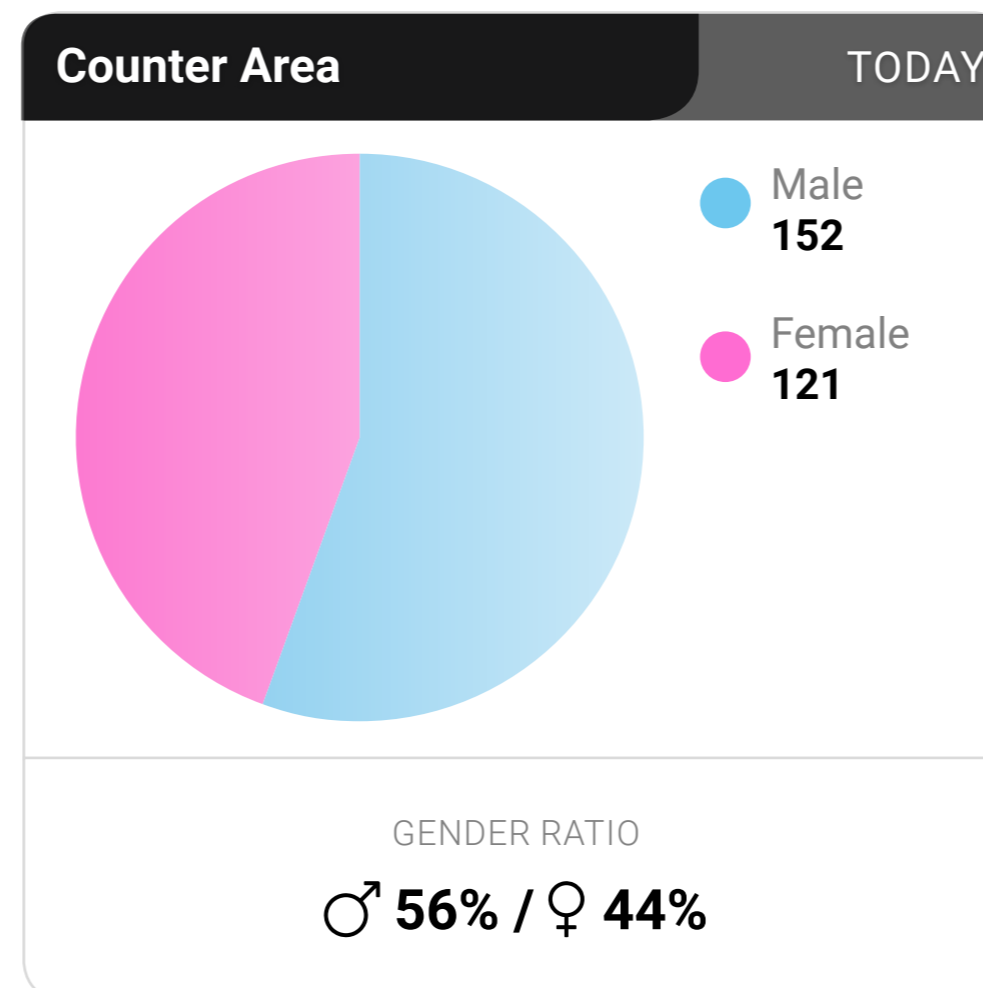
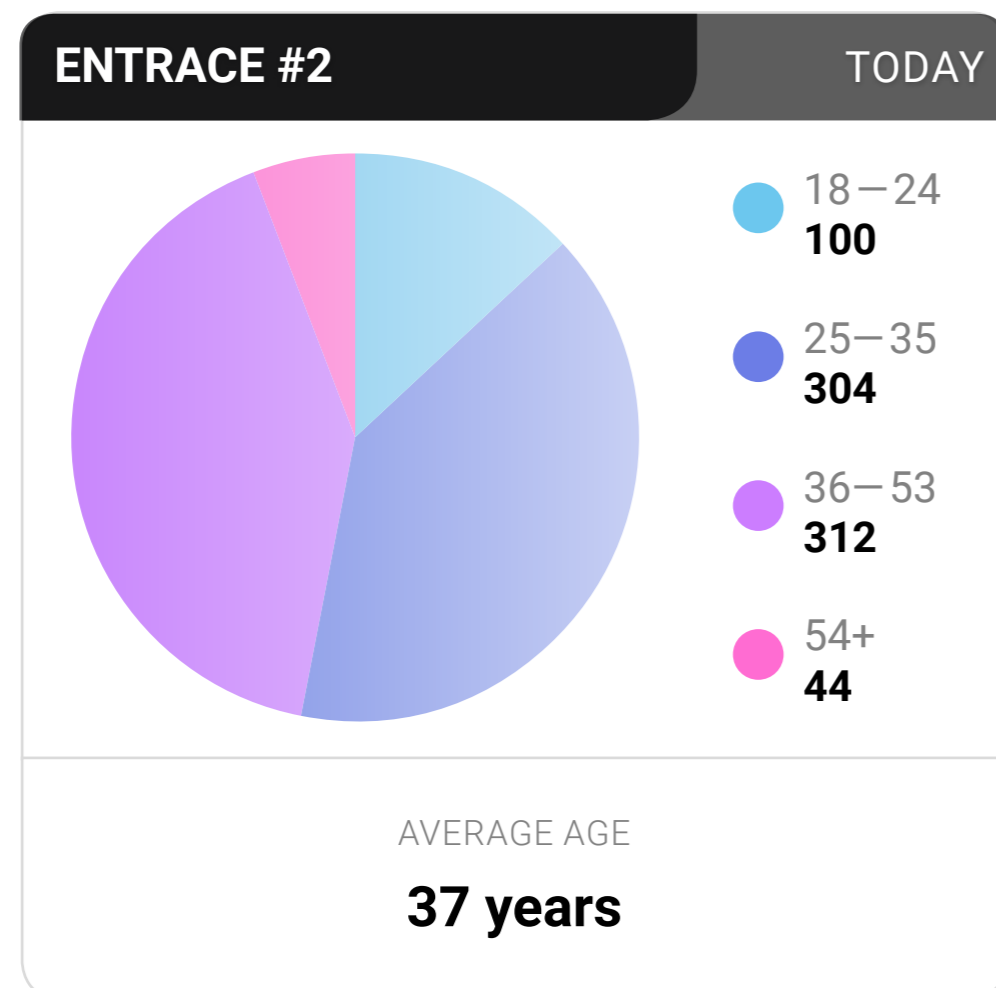
Length of Stay

Track and discover the exact length of stay of your customers by specific areas. Compare days and areas and understand what changes could be made to increase the length of stay.



Demography and Mood

Laicos can do more than just tracking the position of a customer. With face recognition Laicos is able to detect the age, gender and the mood of your customer watching a product or a screen. With this information you can optimize your shop, location or trade show booth as well as your marketing strategy to increase revenues.



Customer age

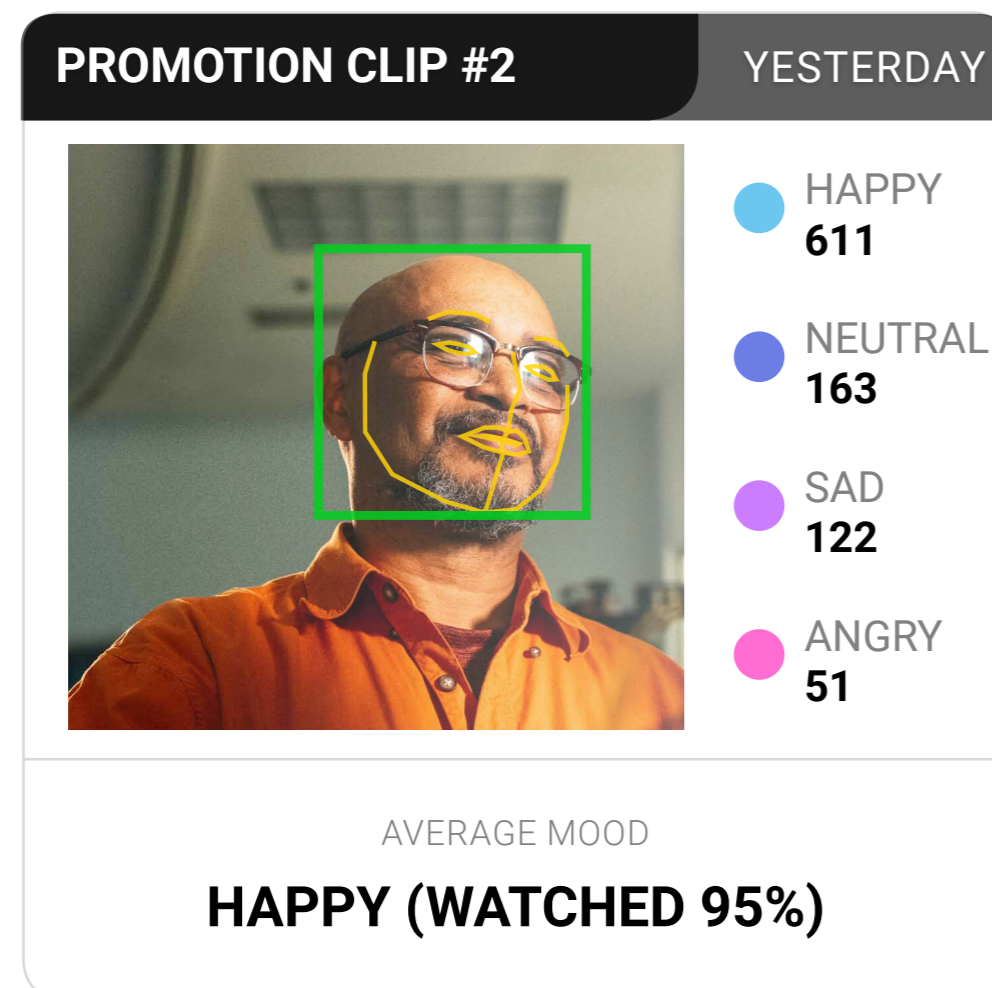
Get the average age of your customers for the complete location or concentrate on specific points of interests for detailed analytics.

Customer gender

You can now see the gender ratio in your location for each hour and day of the week

Customer mood

Track the mood of your customers while shopping. Track their feeling while watching your products. You also can track visitors' mood while watching an advertising or product presentation on a screen



traffic light (89%)



traffic light (72%)



Thank you for your interest in Laicos

person (90%)

person (96%)

person (98%) person (43%)

person (30%)

person (55%)

person (85%)

person (98%)

person (39%)

person (82%)

person (48%)

(85%)

person (50%)

car (85%)

backpack (34%)

car (41%)

bicycle (53%)

bicycle

handbag (52%)

handbag (34%)

bicycle (87%)