AdMobilize to Showcase Breakthrough Crowd Analytics at InfoComm 2017
Company expands its suite of offerings as global partnership network grows.

INFOCOMM 2017 BOOTH #784 -- Set against a backdrop of a rapidly growing customer base and expanding partner network, [AdMobilize](#), the industry leading computer vision company that is dedicated to making sense of the physical world, today announced that it will showcase the **AdMobilize Crowd Analytics** capabilities of its award-winning audience measurement platform at InfoComm 2017 at **Booth #784** in the Orlando Convention Center in Orlando, Florida.

"AdMobilize's audience measurement, vehicle analytics and crowd analytics solutions are being adopted by leading B2B and B2C brand marketers around the world," AdMobilize co-founder and CEO Rodolfo Saccoman said today. "At InfoComm 2017 we will be putting the spotlight on the unique capabilities of our Crowd Analytics solution, which allows customers to quantify any space anywhere utilizing customized audience measurement, report aggregation and audience triggers in distinct environments like retail, shopping malls, airports, other transportation centers, arenas, as well as in outdoor public spaces."

According to Saccoman, the AdMobilize Crowd Analytics solution is compatible with all major IP/security camera systems and enables clients to leverage the company's proprietary computer vision technology to analyze any space to count people using a variety of disciplines. The solution's dashboard metrics include Person Count, Real-Time Area Volume, Zone Counting (In/Out), Session Time, and Heat Mapping. Data can be viewed either in real-time or in aggregate.

Furthermore, customers have the option of working with two versions of the solution. **AdMobilize Crowd Edge** is a hardware kit combined with a camera that runs all of the included software on the processing unit, providing extremely accurate real-time data capture capability within a small form factor device. The **AdMobilize Crowd Cloud** option enables customers to simply connect Crowd Analytics to any IP camera to acquire the same metric information. Areas and zones can be set up from the dashboard using the camera's video stream.

"AdMobilize Crowd Analytics is the most complete, easy-to-install, and easy-to-use platform available today," Saccoman asserted. "The completeness of the entire AdMobilize platform is helping to increase the number of third-party companies that become AdMobilize partners."

In fact, over the last two months the company has entered into eight new partnerships with a broad range of companies from the United States, the United Kingdom, Canada, Mexico, Japan, New Zealand, and the United Arab Emirates. New partners include Creative Realities (US), Convergent (US), Beta DMS (UK), Mizun (UAE), Vada (NZ), MediaEdge (Japan), UBI Communications (Canada), and Grupo EDM (Mexico).

"AdMobilize bridges the gap between the digital revolution and disruptive computer vision analytics, ultimately infusing machine learning into formerly flat and lifeless displays," Saccoman explained. "Our turnkey technology allows clients to activate their digital signage equipment and installations into sophisticated audience tracking devices enabled with interactivity and dynamic triggering. Our growing portfolio of partners reflects the new reality that every vertical market can benefit from computer-vision enabled digital displays. Our customers include leaders in digital signage, manufacturing, advertising, higher education, travel and leisure, tourism, banking and finance, consumer product marketers, and leading Out of Home companies."

Depending on one's usage and installation environment, the AdMobilize platform can, in real-time, track ad performance and customer engagement; capture people, vehicle, and crowd analytics; segment campaigns and content by hour and site; validate viewership; target by both audience demographic and emotion; optimize store traffic flow; locate popular zones; view store activity; amongst much more. All captured analytics are fed to a cloud based dashboard or API that allows end-users to assess results and performance, identify trends, and make any necessary adjustments to content.

To schedule an AdMobilize Crowd Analytics demo at InfoComm 2017, and to meet with the AdMobilize co-founder and CEO, email Dan Griffin at dan@griffin360.com. For hi-res photography, click [here](#).

About AdMobilize

AdMobilize, headquartered in Miami, FL with offices in London, UK, Bogota, Colombia, Sao Paulo, Brazil is a venture-backed company with seamless solutions for implementing advanced computer vision technologies in the brick and mortar world. Our mission is to connect the physical world to the online grid. Our "drop in" solutions yield to each customer's hardware /software needs. AdMobilize's first product is the AdBeacon Camera, the first "Plug and Measure" real-time audience hardware and analytics device for the real world. Our latest product is MATRIX, a platform where people around the world can build and download Internet of Things

applications. AdMobilize is your all-in-one solution for real-time data and analytics for retail, live events, OOH (including vehicles), small business, digital signage, malls, restaurants, and beyond. For more information, please visit www.admobilize.com.

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