

Quividi App



Introduction

The Quividi VidiReports audience measurement plugin allows for real-time changes to the playlist based on viewer statistics and uploading Audience per Content clip data. See the Appendices for more information on the Quividi solution, including how to install and evaluate VidiReports.

Once you have a licensed version of VidiReports running on your player you can configure this plugin to connect to it and utilize the audience measurements that it generates:

- Acquire variables can be set containing the measurements.
- Events can be triggered when certain conditions are met.

For example, you might place media aimed at a certain gender/age on a page and jump to that page if the greater number of watchers are of that gender/age.

Events can be triggered live or at the end of a **“study period”**.

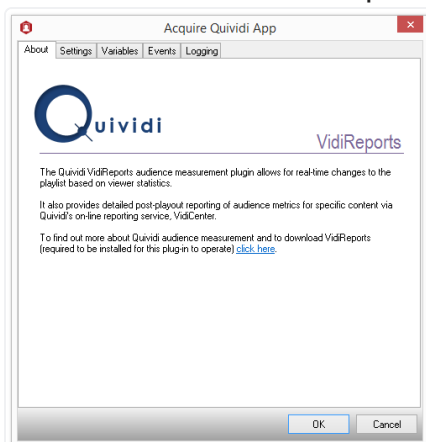
- Data can be logged to standard Acquire log files.
- Data can be uploaded to Quividi's on-line reporting service, VidiCenter.

Licensing

Please note that the available features may depend on the type of licence you have purchased. Please refer to Quividi for more details.

App Options.

About tab: Use the link provided on this page to download VidiReports.



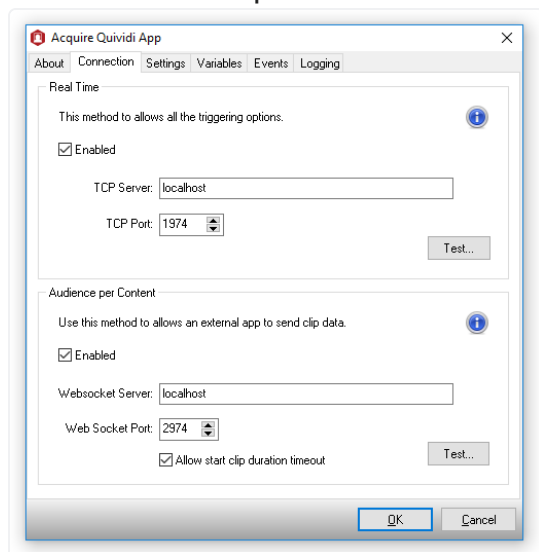
Press **OK** to save changes and close the configuration windows or **Cancel** to close without saving.

Connection tab.

Use this page to select and configure the type of connection required.

Select Real Time if you are using live counts in your project.

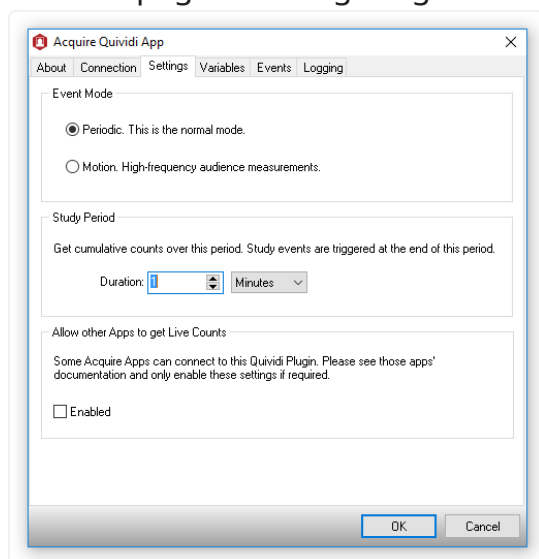
Select Audience per Content if another app in your project is using this app to upload clip data to VidiReports.



Enter the **Server** and **Port** for connection to the VidiReports tool. Use the Test button to see if these settings can connect to the currently running VidiReports. See your VidiReports documentation.

Some compatible Apps can connect directly to this Project App to send clip data VidiReports. You must enable Audience per Content for this connection to work. See those app's documentation for details

Use this page to configure general Real Time settings.



Event Mode:

For normal usage select Periodic: Audience measurements will be updated periodically as set in the VidiReports configuration file. See your VidiReports documentation.

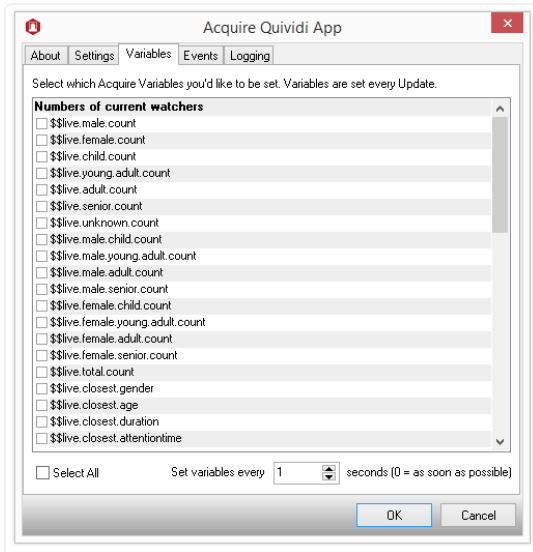
Motion Mode: updates audience measurements at a higher-frequency. See your VidiReports documentation.

Study Period: Enter the period for which you would like get cumulative counts. Period Events are triggered at the end of this time (see Events Tab).

Allow other Apps to get Live Counts: Some compatible Apps can connect directly to this Project App to obtain audience counts for their own use. You must select this option for this connection to work. See those app's documentation for details.

Variables tab.

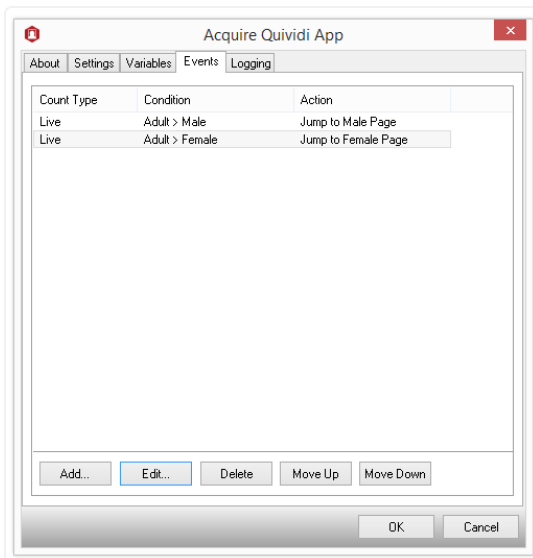
Select which Acquire Variables you would like to be set for use within your project.



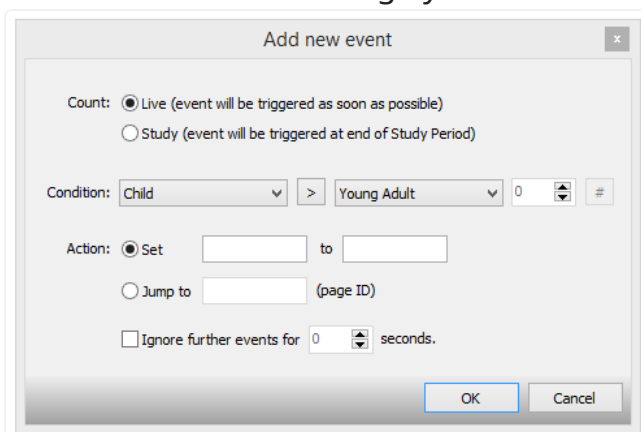
1. The selected variable will be set.
2. Variables will be set at this interval.

Events tab.

Use this tab to add events (**jump to a page, set a variable etc.**) that will occur when the VidiReports data meet certain conditions.



Use the buttons to manage your events. When you **Add** or **Edit** an event you will see the event window:



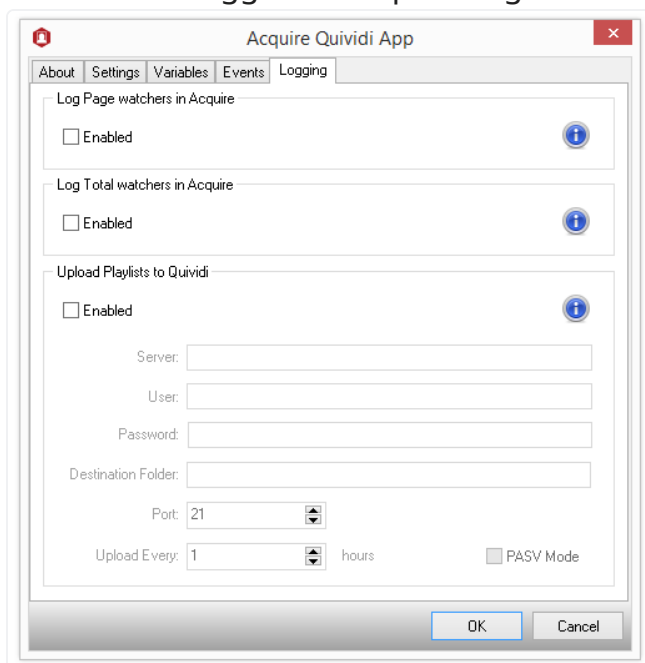
Count: Select which data to use. This can be the Live watchers counts or the cumulative Study Period counts.

Condition: Set the condition for which the event should occur. You can select when a gender/age is count greater than, smaller than or equal to another gender/age count or specified value (number or percentage).
Action: Select what should occur when the above condition is met. Set an Acquire Variable or Jump to a Page.

NOTE: When using Live counts be sure to set **"Ignore further events for"** to allow your media to have time to play etc.

Logging tab.

Data can be logged to Acquire Logs and/or uploaded to the Quividi VidiCenter.



Log Page watchers to the Acquire Log: The numbers of watchers of the current Acquire Page will be logged. The entry will include page ID, name and duration and gender/age counts in this format:

230 | PageID,PageName,PageDuration{hh:mm:ss},Males,Females,Child,YoungAdult,Adult,Senior,Unknowns,Total

Log Total watchers to the Acquire Log: The hourly total numbers of watchers will be logged. The entry will include start/end time and gender/age counts in this format:

*231 | StartTime{yyyy-mm-dd hh:mm:ss},EndTime{yyyy-mm-dd
hh:mm:ss},Males,Females,Child,YoungAdult,Adult,Senior,Unknowns,Total*

Upload Playlists to Quividi: Playlist logs are uploaded to Quividi. They contain information regarding the times that pages were shown. You must enter the login details of the VidiCenter server as supplied by Quividi.

Appendix 1: Installation and evaluation of the Quividi Solution

Introduction

Quividi (www.quividi.com) and Working Solutions have set up a partnership whereby Acquire users can download and test the Quividi solution and experiment with its integration with Acquire. Download, activation and support takes place via Quividi or its local distributors.

The Quividi solution consists of two main products: VidiReports and VidiCenter.

VidiReports analyses a live video stream provided by any video sensor (USB webcam, IP camera...); when the sensor is placed on or below the screen, VidiReports provides automated audience measurement by identifying, tracking and categorising faces in that audience; the video sensor can also be set on the ceiling to get

VidiReports to act as a footfall counter for measuring pedestrian flow (VidiGates mode). No image and no uniquely identifiable data are ever saved.

VidiCenter is a monitoring and reporting tool provided as an on-line service, whose purpose is to display audience statistics in charts and tables.

VidiReports.

The core software is approximately 36MB and is a self-extracting executable file. It will install on a PC or embedded OS device such as a digital signage player. In order to run, the software requires a licence which is obtained from Quividi's online service, VidiSupport.

There are two modes of software operation:

Demo mode:

In this mode, the user has access to the demonstration suite which shows the output from the camera displayed on a PC screen. When the software identifies a face in the viewed scene, a circle is placed around that face. The colour of the circle is dependent on the perceived gender of that face. Other demonstrations include the presentation of gender-specific advertisements and the presentation of metrics on-screen. A 30-day licence is available to evaluate the VidiReports software and to assess suitability for a given application. This licence usually has a two hour continual use limitation. In order to get a licence, the user must load the software and then start the application (VidiReports Demo application found in the Quividi program group). You will see a message saying no licence was found. You may obtain a licence by following the on-screen instructions, assuming the PC is connected to the internet. If your PC does not have internet access, a licence may be obtained off-line.

There is **no** demo mode for VidiGates.

Production Trial mode:

This mode allows access to VidiReports in its normal implementation as a service rather than a demo application. VidiReports is designed to operate in the background with minimum processor loading. Again, a 30 day licence is available, this time with no two hour continual use limitation. To obtain the activation code, go to the VidiReports directory and launch VidiReports.exe. You'll see a DOS window open and a message saying that you don't yet have a licence. Again, follow the on-screen instructions and obtain a licence on-line.

A dedicated dashboard on VidiCenter may be allocated to you so that data collected by your production trial mode licence is presented in charts for you to evaluate.

Caution:

When an activation code is created, it is specific to the computer upon which the software is located. It is not possible to move the application to another processor without obtaining another licence. If the computer configuration is changed, the licence may cease to be valid – beware of switching on or off wireless or Bluetooth services for example.

Appendix 2: Setting up VidiReports to work with the Acquire Quividi Plugin

Requirements.

In order for the Acquire Quividi Page Plugin to work correctly it is vital that VidiReports is set up with these requirements:

- VidiReports must be running on the Player PC in order for the plugin to connect to it and extract viewer data.
- Add VidiReports to Windows Start Up OR use the Working Solutions System Watchdog to ensure it is started and remains running.
- A working camera must be attached to your Player PC.
- VidiReports must be fully licensed.

Configuration.

You also need to make a few changes to the default settings of the VidiReports configuration file.

To open the configuration file editor, first launch VidiReports (see Quividi's own documentation on how to launch it, if needs be), then launch the VidiReports Control Centre, available on a local URL.

The default URL is <http://localhost:81/> (or <http://localhost:2074/> under Linux) and the credentials to access it are admin / secret.

Once in the main page of the Control Center, select the Config menu in the left column, then the Config File sub-menu.

Now that you have the configuration file open to edit, make sure that you have the following sections active as mentioned below:

Remember that a # sign at the beginning of the line makes VidiReports to ignore that line. Remove that # sign to activate the line.

enable_socket = 1

This instructs VidiReports to broadcast a live description of the audience to third party applications, which Acquire will make use of.

default_event_mode = 2

This specifies the message output strategy in socket mode. The value 2 corresponds to the Periodic Event Mode; Acquire will receive periodic audience measurement updates

event_send_period = 200

This specifies the interval in milliseconds between "Periodic Event Mode" messages, i.e. how often the viewers will be described. 200 milliseconds (i.e. 5 times per second) is generally enough for Acquire to react swiftly to the audience behaviour and profile.

BoxID = id

Where id is a unique ID for the PC running Quividi.

as:lightbulb Please refer to the VidiReports documentation or contact support@quividi.com for any questions regarding the VidiReports settings.