What Is AdVise?
AdVise improves the way in which companies display digital advertisements in public spaces. It utilizes facial and body-type recognition to dynamically display relevant advertisements to specific demographics. AdVise allows advertisers to target groups of people based on age, gender, and other traits, and it gives them feedback about which advertisements garnered the most attention or interaction. It increases relevancy of advertisements in public spaces, thus eliminating inefficiencies and maximizing profits.

How It Works

1. Using the Microsoft Kinect, AdVise tracks up to seven people and stores the location and orientation of their faces. It times how long people are looking at the advertisement to measure their level of engagement. It tells the ad, AdVise takes pictures and sends them to Betalab for facial recognition.

2. AdVise uses a weighed average to compute the most accurate demographic information. In the Analytics View (see center graphic), the data above each person’s head is updated in real time. AdVise bases its ad recommendations on the following information:
   - age
   - gender
   - facial hair
   - glasses
   - time of engagement

3. AdVise uses a Gaussian distribution to predict the most relevant ad based on who is in front of the display. The probability that an ad will be relevant is determined by the advertisement’s target age and gender. As we collect engagement data, we use machine learning to shift the target range to better reflect consumer ad preferences.

Why It’s Better
Current public display advertisements are static and must target a broad audience to be effective. The advertiser has no way of measuring an advertisement’s reach. AdVise tailors advertisements to specific demographics and provides feedback to both advertising agencies and display owners.

Better For Consumers
- See only the most relevant advertisements
- Avoid irrelevant advertisements
- Enjoy fun gestures and other interactive elements

Better For Advertisers
- Receive a better return on investment from targeted advertisements
- Save money by only paying for ads when target customers are nearby
- View real-time analytics for each advertisement campaign

Better For Display Owners
- Attract more advertisers to your platform
- Charge more for high-quality, targeted advertisements
- Use AdVise’s analytics to monitor foot traffic

Constantly Improving
Additions to AdVise include:
- Built-in payment mechanism for on-site purchasing
- More interactive advertisements to increase brand retention
- Local facial recognition to improve speed
- Web and mobile AdVise monitoring applications

Cynthia Mai, Eric Berdimis, Jeffrey Kiske
Advisor: CJ Taylor
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Department of Computer and Information Science