



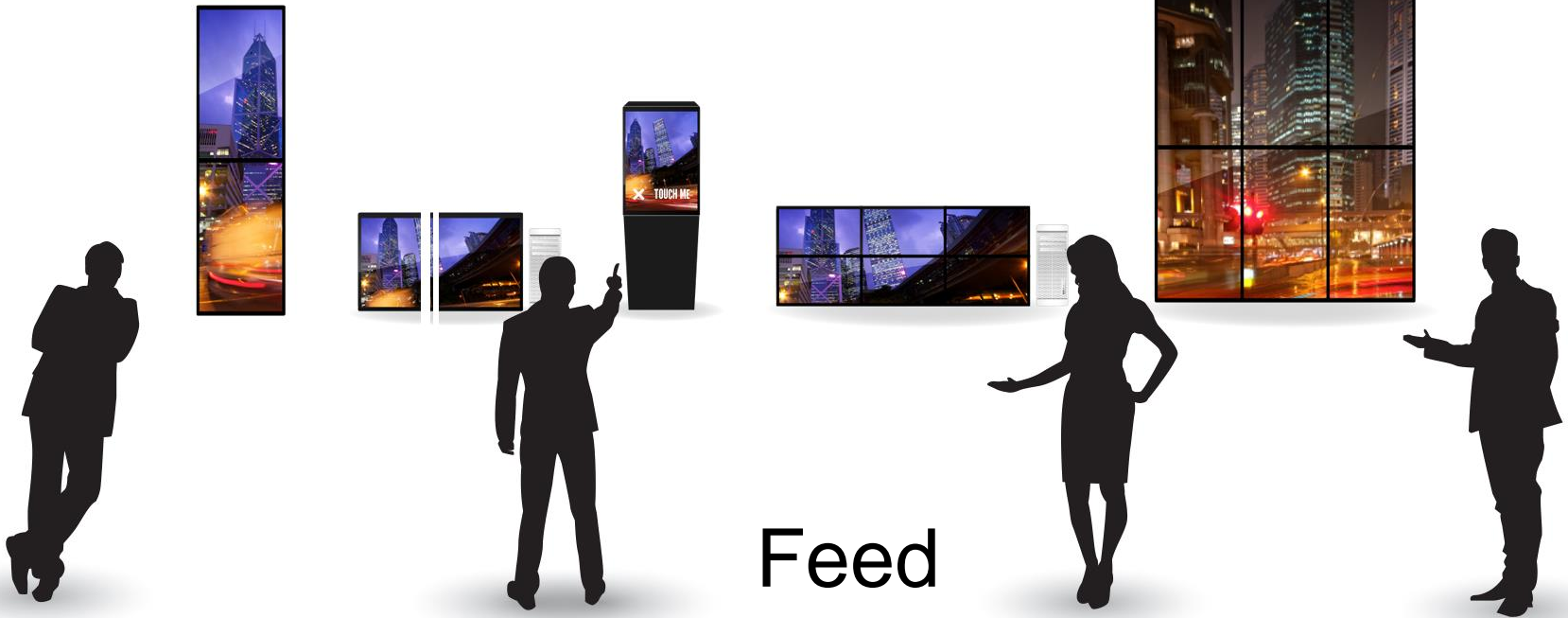
# MANLIO ROMANELLI

CeO

M-Cube SpA

# WHO WE ARE

# CONNECTING LOCATION AND CONTENT



Feed

# DIGITAL ENGAGEMENT

Data

people



Marketing  
Intelligence

Omni  
Channel

# MARKETING INTELLIGENCE

## BIOMETRIC & AUDIENCE MEASUREMENT TECHNOLOGY

### Sensors



- Traffic in area display
- People counting
- Gaze time / engagement with display content
- Average dwell time in area display
- Demographic data (age and gender)
- Traffic in area display vs. engagement with display content
- Face recognition (staff)

### Sensors Functions



People Counter



Blob Motion Tracking



Recording

# OMNI CHANNEL RETAILING



# INTEGRATION CONVERGENCE SYSTEM



video.  
graphic, text,  
photos,  
streaming  
live..



co. website,  
social media,  
blog, mobile  
tech..



RSS feed,  
news,  
weather,  
stock market..



co. crm,  
database,  
stock  
manager..



External  
systems  
integration

# WHERE WE ARE HEADING







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