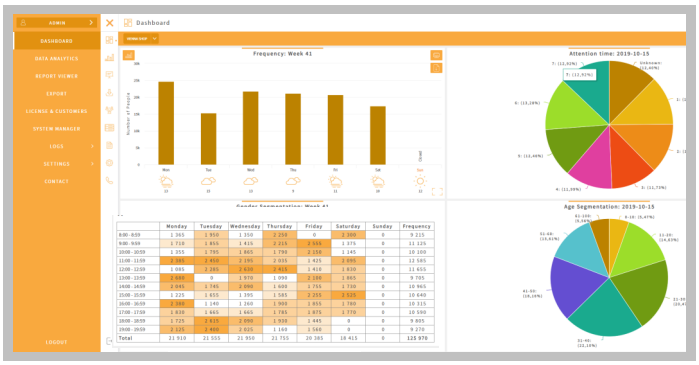
Netavis sMart Data Warehouse 6.0 Highlights

New functionalities in the latest sMart Data Warehouse release

DESIGN REFRESH

Enjoy the completely re-designed user interface

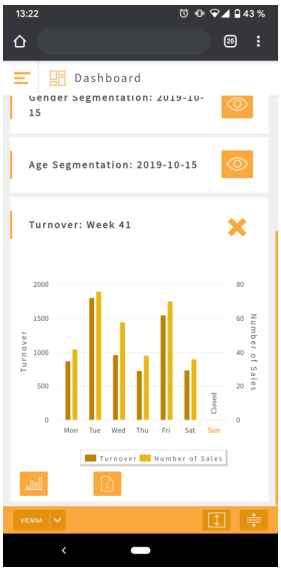
The first and most significant change all users of sMart Data Warehouse 6.0 will notice is the completely re-designed user interface. The new menus, colour scheme, and icons were designed for enhanced readability, responsive design, and a modern look and feel. Some aspects of the interface also received functional updates such as drop-down lists now being searchable, main navigation icons being visible at all times for quick access, and peak hours being visible in the table view in data analytics and reports. The administrator's configuration pages will receive the new design in the next version of sMart Data Warehouse.



POS DATA

Add turnover and sales data to complement your view

Existing information about customer frequency, demographic and geographic segmentation, and behaviour can now be complemented with turnover and sales data from Point of Sale (POS) terminals. Such business data can be viewed and analysed by itself or correlated with customer frequencies to calculate key performance indicators (KPI) such as the conversion rate, turnover per visitor, and turnover per sale. This provides managers and owners with an additional layer of information about how their retail locations are performing.



ATTENTION TIME FOR FACE DETECTION

Understand how people react to your advertisements

sMart Data Warehouse now supports the attention and dwell time data calculated by the enhanced iCAT Face Detection engine released in Netavis Observer 5.0. This information is particularly useful for all types of advertisements and digital signage applications and helps companies understand how long people look at content that is being shown to them. Combined with age and gender detection this provides advertisers with completely new insights into their impact.

VEHICLE DWELL TIME

Measure how long your customers spend on your premises

Understanding geographic segmentation of customers by analysing the countries and districts of vehicle number plates at parking lots and in parking garages has been supported by sMart Data Warehouse since the beginning. With the latest release it is now also possible to calculate the time between the arrival and departure of customers' vehicles. The resulting dwell time information can be clustered into different categories. It thereby provides an additional key performance indicator (KPI) for retail locations ranging from supermarkets and shopping malls to fast food restaurants and museums. Privacy requirements such as GDPR are fulfilled as all number plates are stored as a hash values and it is impossible to view a specific vehicle's dwell time.

SYSTEM OPERATIONS

Security focus and other improvements

IT security has been a particular emphasis of sMart Data Warehouse 6.0 development. A 3rd party security audit led to some changes and improvements being implemented on both the back- and front-end of the system. The most notable change for users is the new password policy which no longer allows simplistic passwords. Additionally, the handling of heat map data has been improved via the support of opening hours, missing data detection, and the merging of different heat map data of a physical sensor (count, dwell time, stops) into a single logical sensor in sMart. Finally, the update process was also simplified by dropping requirements for where update files need to be placed on a system.

DATA SOURCES

Currently integrated data sources of sMart Data Warehouse

- Netavis iCat Video Analytics
- Netavis iCat NPR CarReader
- Netavis VMS Statistics
- Generic Age & Gender, Frequency, NPR, POS, VMS, and Wireless Data
- Hella 3D (APS-90, APS-180)
- Libelium Meshlium (Bluetooth, Infrared, WLAN)
- Novatec
- PECO (Bluetooth, Infrared, WLAN)
- Publicount
- Telsec
- Vivotek 3D (SC8131)
- Xovis 3D Sensors