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Collana	Image Processing, Computer Vision, Pattern Recognition, and Graphics ; ; 8811
Disciplina	006.42
Soggetti	Optical data processing Pattern recognition Artificial intelligence Computer graphics Application software Algorithms Image Processing and Computer Vision Pattern Recognition Artificial Intelligence Computer Graphics Information Systems Applications (incl. Internet) Algorithm Analysis and Problem Complexity
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- The Applications of Video Analytics in Media Planning, Trade and Shopper Marketing -- Demographics -- Pervasive Retail Strategy using a Low-Cost Free Gaze Estimation System -- Face Re-Identification for Digital Signage Applications -- Evaluation of LBP and HOG Descriptors for Clothing Attribute Description -- Features descriptors for demographic estimation: a comparative study -- Comparison of Facial Alignment Techniques: with Test Results on Gender Detection Task -- Multi-view Face Detection with One Classifier

for Video Analytics Systems -- Part 3 Modelling Consumer Behavior -- Online Audience Measurement System based on Machine Learning Techniques -- Modelling In-Store Consumer Behavior using Machine Learning and Digital Signage Audience Measurement Data -- Shopper Behavior Analysis Based on 3D Situation Awareness Information -- Shopper Analytics: a customer activity recognition system using a distributed RGB-D camera network.

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#### Sommario/riassunto

This book constitutes the refereed contest reports of the 1st International Workshop, VAAM 2014, held in Stockholm, Sweden, in August 2014. The 10 revised full papers presented were carefully reviewed and selected from 13 submissions. The aim of this workshop is to provide an overview of state of the art methods for audience measurements in retail and Digital Signage, end-users attraction, and stimulate the creation of appropriate benchmark dataset to be used as reference for the development of novel audience measurement algorithms. Papers are invited under the following topics: demographics and modeling consumer behaviour.

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