

eocortex 

**Face
Recognition**

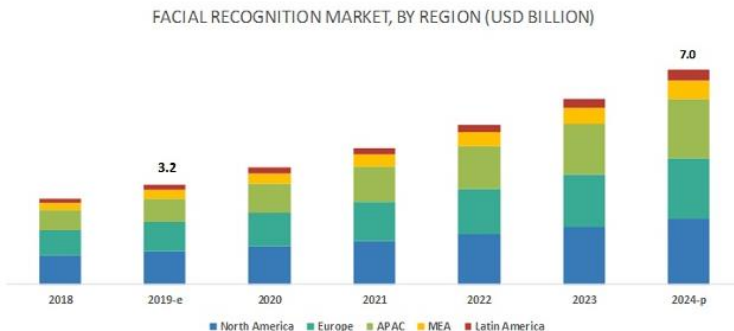


World market for face recognition demonstrates annual growth of 16%

In 2019, the face recognition market volume amounted to \$ 3,2 billion.

According to expert estimations, the market grows more than 10% annually. In 2024, the market volume will be \$7 billion.

The two biggest drivers of this growth are surveillance in the public sector and numerous other applications in diverse market segments.



[See the report](#)

New features of Face Recognition



	Light	Complete	Unique Visitor Counting	Unique Visitor Counting + Complete	
Computing	CPU / GPU	GPU	GPU	GPU	
Face database	1	20+	20+	20+	Max. faces in the frame
	500	Unlimited	No	Unlimited	
Determining of gender and age	No	Yes	No	Yes	Search in the archive
	No	Yes	Yes	Yes	

Before and after

	Basic Face Recognition	Complete Face Recognition	
Equipment cost	Expensive due to high CPU load	Affordable due to usage of video card	
	No	Yes	Recognition of faces in a crowd
Determination of age and gender	No	Yes	
	No	Yes	Search by faces in video archive
Cost of database of 500 people	\$ 3 090	Free	

Face Recognition Light

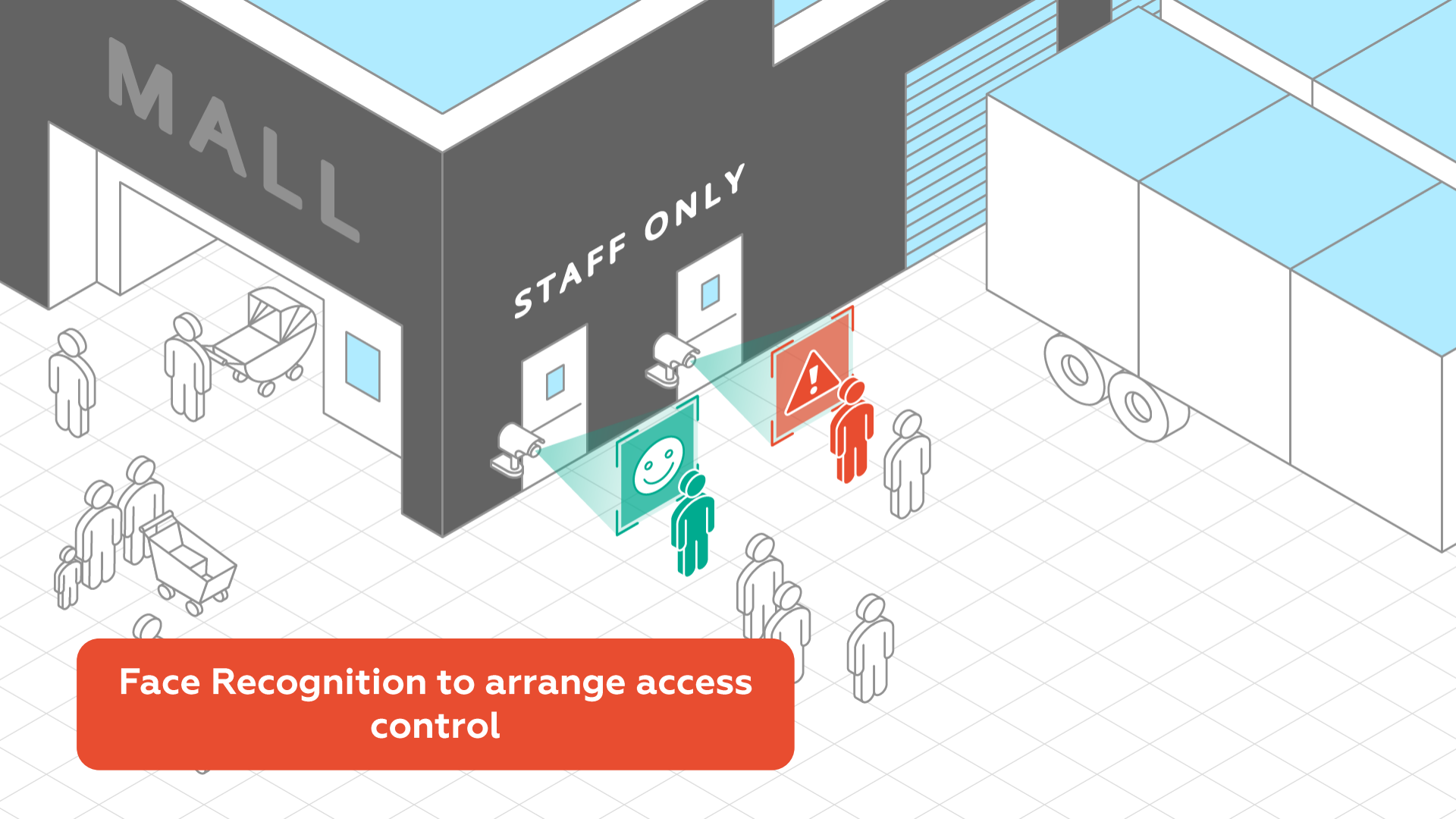
CPU	RAM	Number of cameras (1 MP)
Intel Core i5-2400	8 GB	1
Intel Core i7-2600	8 GB	2
Intel Core i5-2300	8 GB	1
Intel Core i5-2400	8 GB	2
Intel Core i5-3570	8 GB	3
Intel Core i7-2600	8 GB	4

Face Recognition Complete

CPU	GPU	RAM	Number of cameras (2 MP)
Intel Core i5-2400	NVIDIA GeForce GTX1050 Ti	8 GB	5
Intel Core i7-2600	NVIDIA GeForce GTX1060	8 GB	9
Intel Core i7-7700	NVIDIA GeForce RTX2070	8 GB	13
Intel Core i9-9900K	NVIDIA GeForce RTX2080	12 GB	20

Unique Visitor Counting

CPU	GPU	RAM	Number of cameras (2 MP)
Intel Core i5-2400	NVIDIA GeForce GTX1050 Ti	8 GB	5
Intel Core i7-2600	NVIDIA GeForce GTX1060	8 GB	9
Intel Core i7-7700	NVIDIA GeForce RTX2070	8 GB	13
Intel Core i9-9900K	NVIDIA GeForce RTX2080	12 GB	20



Face Recognition to arrange access control




It is very easy to cheat a traditional access control system

For a perpetrator, all it takes is to find or steal another person's identifier to gain access to the restricted area.

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Two-factor authentication solves this problem



Access card does NOT
correspond with the face

Stop



Access card corresponds with the face

Allow Access

Customer benefits



Minimization of risk of infiltrations to the site with stolen or fake passes

BONUS




Precise logging of staff work time for HR and accounting departments

Face database (Complete)


Add record

Search


Total entries: 15

Konstantine


White list

Jane


White list

Den

White list

Alex

White list



Surname

Jane

Patronymic

White list

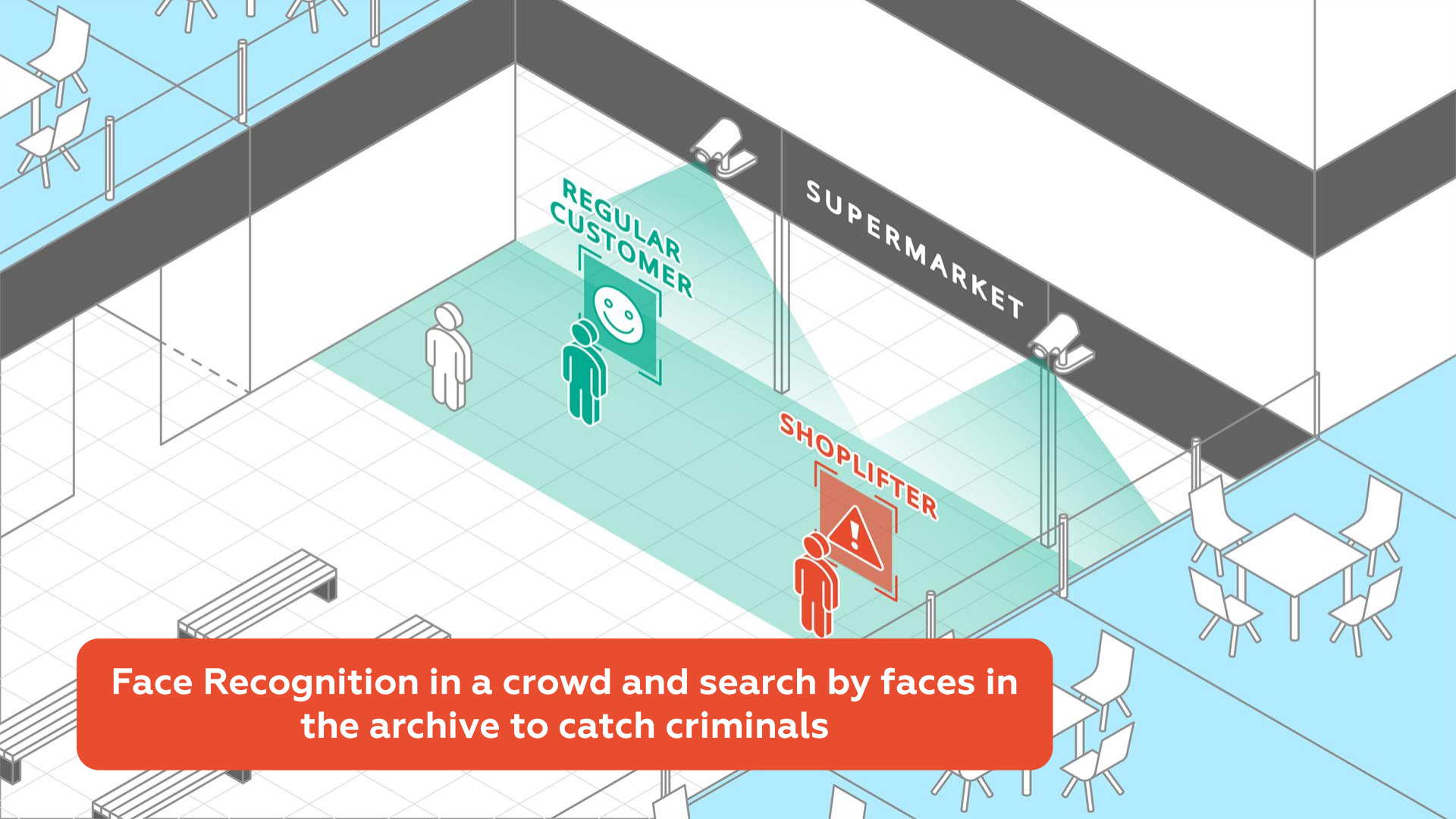
Additional information

03-05-1970 Mon 19:51:02

Camera 01

2:18:26 PM, (98%)

2:18:09 PM



Face Recognition in a crowd and search by faces in the archive to catch criminals

Losses due to shoplifting

€ 35 million

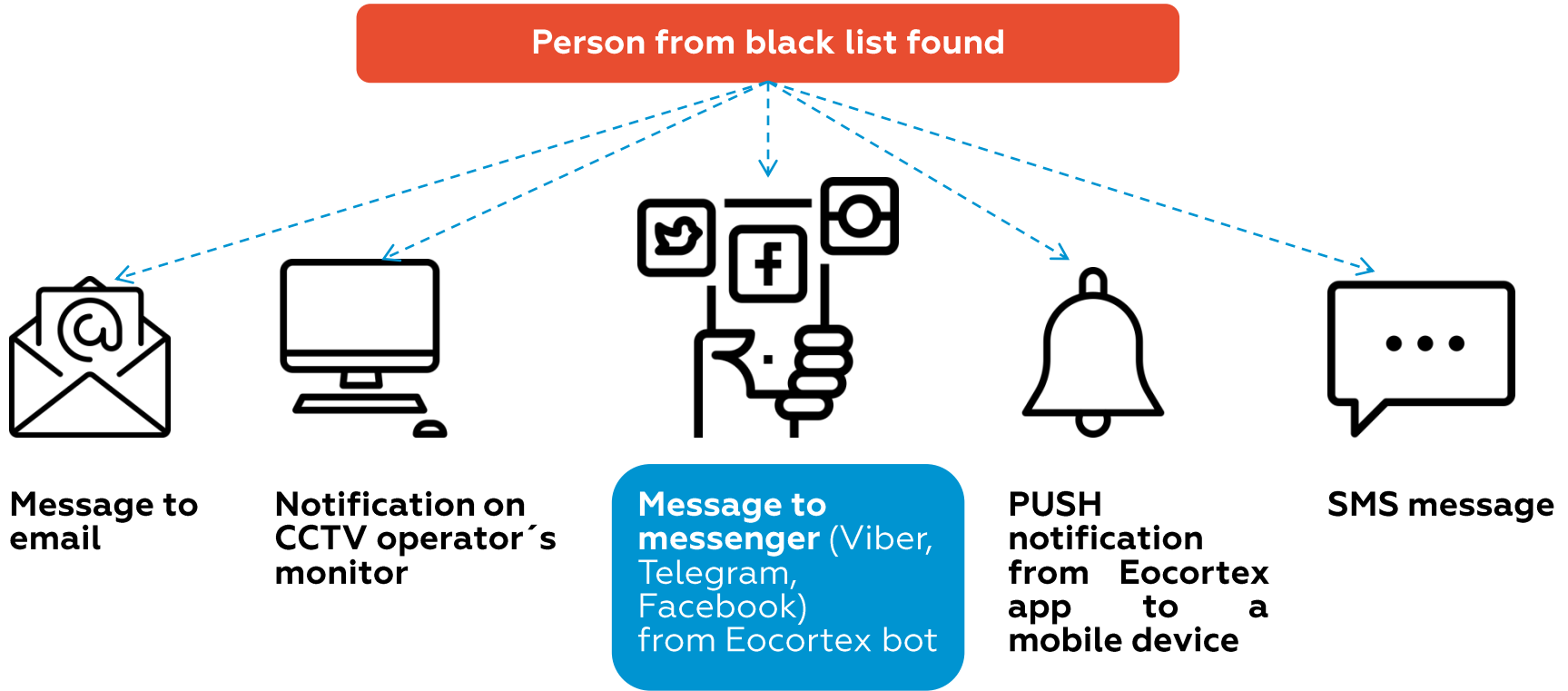


\$50 billion



In 2018, retailers around the world lost more than \$100 billion due to shoplifting

You know when a shoplifter is in the store



14:20

16 August 2019

REPORTS



Face	Date	Time	Camera	Groups	Full name	Accuracy	Gender	Age	Intercept
	16.08.2019	14:17:58	complete	● Interception		99%	Men	39	
	16.08.2019	14:16:59	complete	● Interception		82%	Men	26	
	16.08.2019	14:14:52	complete	● Interception		98%	Men	23	
	16.08.2019	14:13:06	complete	● Interception		96%	Men	27	
	16.08.2019	14:12:18	complete	● Interception		94%	Men	40	
	16.08.2019	14:00:59	complete	● Interception		99%	Men	39	
	16.08.2019	14:00:00	complete	● Interception		82%	Men	26	
	16.08.2019	13:57:52	complete	● Interception		87%	Men	23	
	16.08.2019	13:56:06	complete	● Interception		88%	Men	27	

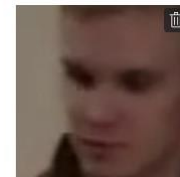
Select the report

Face Recognition (Complete)

☐ Filter by time

Search by photo

Search for people from database



Likeness with sample not less than 80 %

above medium

Search by camera name

Expand all

Collapse all

☒ All cameras☒ complete

Refresh

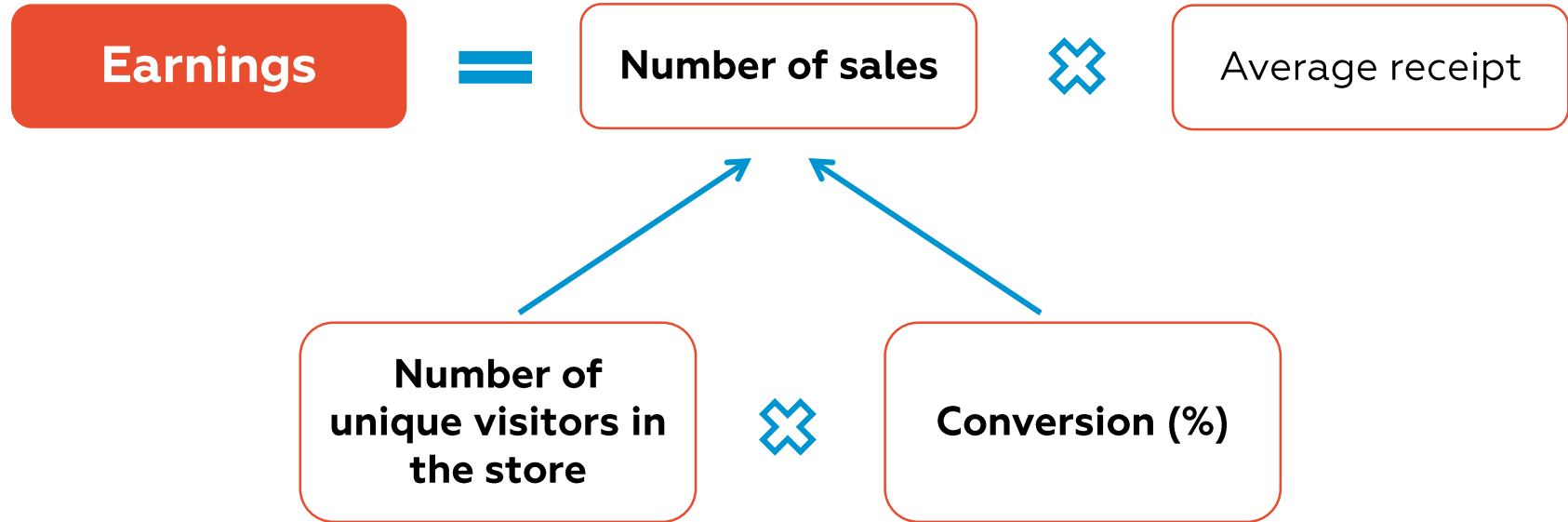
Cancel

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Face Recognition with possibility to exclude staff and visitors who come and go repeatedly to get accurate figures

Earnings formula for the store



2% increase of conversion from visitor to buyer leads to 20% increase in sales proceeds

		Strategy 1	Strategy 2	Strategy 3
	Before modifications	Attendance +10%	Conversion +2%	Average receipt +10%
Visitors, pers.	881	969	881	881
Receipts, pcs	88	94	106	88
Conversion	10%	10%	12%	10%
Average receipt(\$)	30	30	30	33
Proceeds(\$)	2640	2820	3180	2904
Impact(\$)	-	180	540	264
Efficiency	-	+7%	+20%	+10%

14:25

16 August 2019



CAMERAS



ARCHIVE



EVENTS



REPORTS



VIDEO WALL



SETTINGS



ADDITIONAL

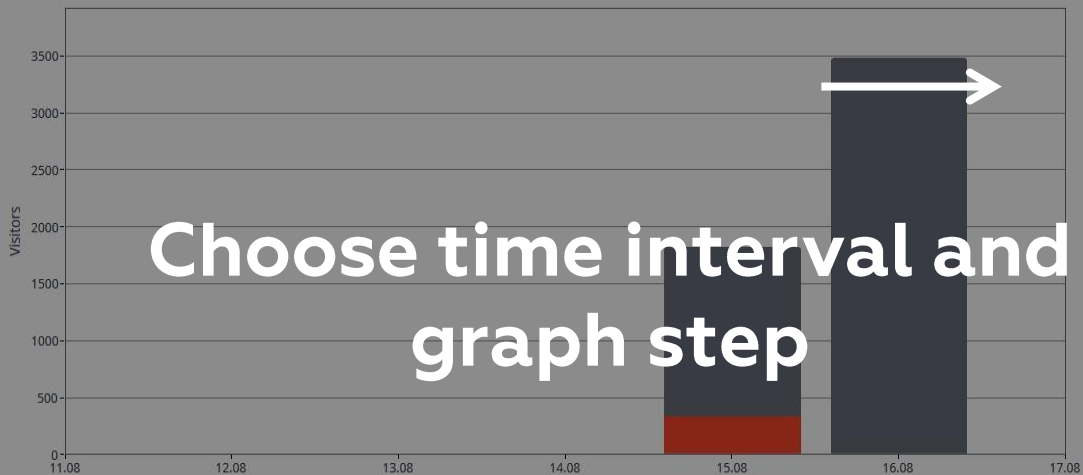


EXIT

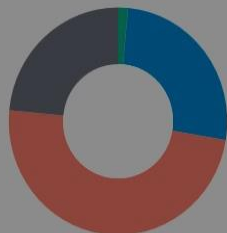
REPORTS

Total quantity — 5307
Including the unique visitors — 409

Men and women, 18 and younger, 18-30, 30-45, 45 and older

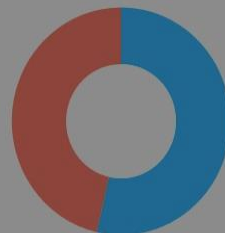
☒ Age and sex of unique visitors only

Age



18 and younger	6	1%
18-30	107	26%
30-45	200	49%
45 and older	96	23%

Gender



Female	219	54%
Male	190	46%

Select the report

Unique Visitor Counting

Period from

12.08.2019 14:22:12

to

16.08.2019 14:22:11

Plotting step

Day

Exclude members of groups

—

Age

Any

Gender



Search by camera name

Expand all

Collapse all

☒ All cameras☐ unique visitor counting☒ uniq visitor counting

Export

Build

Cancel

14:23
16 August 2019

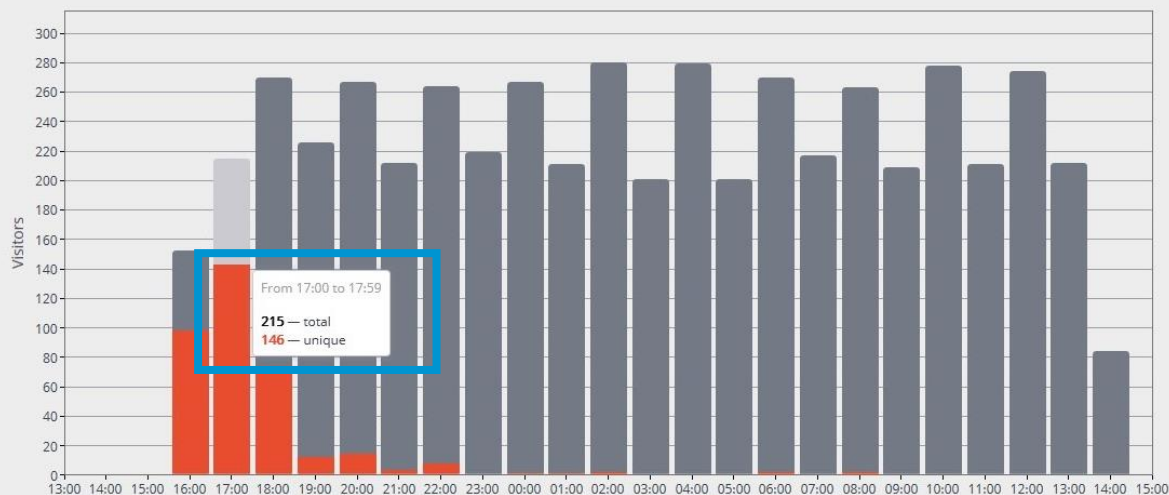
CAMERAS
ARCHIVE
EVENTS
REPORTS
VIDEO WALL
SETTINGS
ADDITIONAL
EXIT

REPORTS

Total quantity — 5282

Including the unique visitors — 408

Men and women, 18 and younger, 18-30, 30-45, 45 and older



☒ Age and sex of unique visitors only

Age

Gender



Gender



The number of visitors will appear in the graph

Select the report

Unique Visitor Counting

Period from

to

15.08.2019 14:22:12

16.08.2019 14:22:11

Plotting step

Hour

Exclude members of groups

—

Age

Any

Gender

☒

☒

Search by camera name

Expand all

Collapse all

All cameras

☐ unique visitor counting

☒ unique visitor counting

Export

Build

Cancel

14:25

16 August 2019

CAMERAS

ARCHIVE

EVENTS

REPORTS

VIDEO WALL

SETTINGS

ADDITIONAL

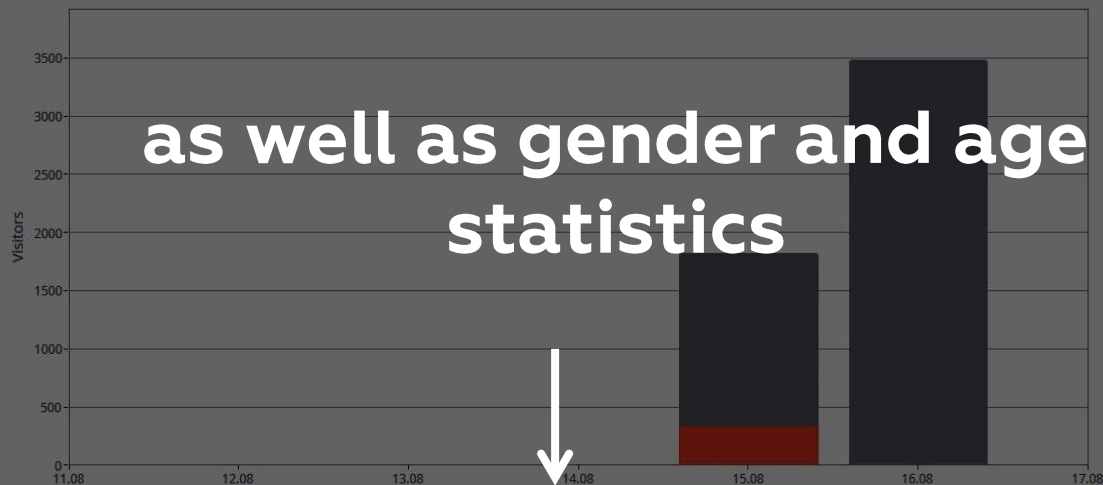
EXIT

REPORTS

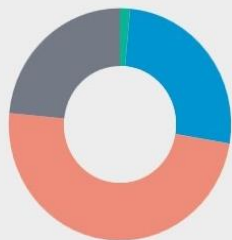
Total quantity — 5307

Including the unique visitors — 409

Men and women, 18 and younger, 18-30, 30-45, 45 and older

☒ Age and sex of unique visitors only

Age



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Select the report

Unique Visitor Counting

Period from

12.08.2019 14:22:12

to

16.08.2019 14:22:11

Plotting step

Day

Exclude members of groups

—

Age

Any

Gender

☒☒

Search by camera name

Expand all

Collapse all

☒ All cameras☐ unique visitor counting☒ uniq visitor counting

Export

Build

Cancel

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Proven motives for purchasing counting applications

1

Federal / large regional non-food retail chains.

Motives: assessment of staff work efficiency (by calculating conversion); assessment of marketing effectiveness (by measuring attendance during the advertising campaign).

2

Shopping centers with an area of 10 thousand square meters and up

Motives: assessment of attendance to provide data to lessees, to determine the most visited places (and to adjust rental rates), to determine the seasonality and effectiveness of marketing.

3

New shopping centers (those that are being built, reconstructed, commissioned).

Motives: assessment of attendance to provide data to lessees, to determine the most visited places (and to adjust rental rates), to determine the seasonality and effectiveness of marketing.



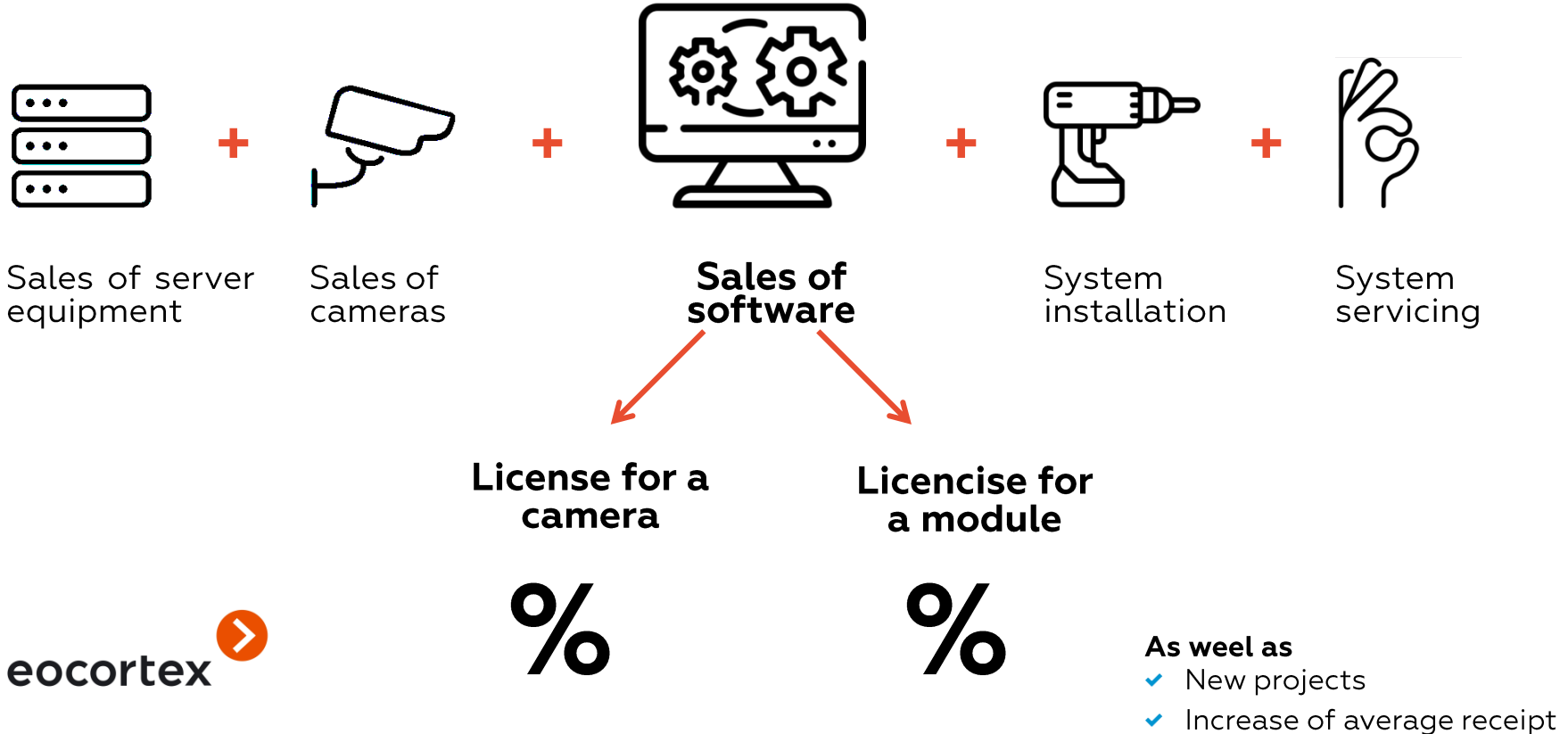
Working with face database via REST-API

Advanced Integration Features

Working with face database via REST-API



Partner earns money!



Marketing and technical support for free



Your personal manager will provide a special presentation that should convince any of your clients to place an order.



Technical support will help you to set up your system and solve all the problems that may arise.

5 steps to generate profit

1

Create a list of potential clientes

2

Reach your Eocortex personal manager

3

Send Eocortex materials to potential clients

4

Launch a test of Eocortex Face Recognition module

5

Obtain profit solving the end customer's problem



**We help people around the world to
work more efficiently thanks to deriving
benefits from visual information**



**We will be glad to answer
your questions and cooperate
with you**