

AI-based Eye Tracking

IN XEOMA SURVEILLANCE



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Eye Tracking

BRIEF DESCRIPTION

WHAT IS EYE TRACKING

Eye tracking is a technology that allows a computer or another device to recognize where a person is looking i.e. detect the point of gaze. Eye tracking technology can detect the presence, attention and focus of the person. This high-tech feature makes it possible to look into human behavior and analyze it.

ARTIFICIAL INTELLIGENCE FEATURE IN XEOMA

"Eye tracking" in Xeoma is a neural-network-based Additional module in Xeoma that will allow your video surveillance system to detect the direction of a person's gaze. It does not require special equipment and sensors. With the received data you'll be able to create statistics for different causes that you'll learn more about in this article.

How Does Eye Tracking Work

ARTIFICIAL INTELLIGENCE IN SIMPLE WORDS

AI AND NEURAL NETWORKS

Intellectual module «Eye Tracking» is based on the embedded knowledge patterns used by Artificial intelligence and neural networks to detect people's point of gaze.

WHY XEOMA'S EYE TRACKING IS BETTER?

- An ordinary modern computer can cope with the load from the feature. No dedicated computer or server is required for just this feature.
- The feature can work in machines with any of the supported operating systems: Windows, Linux, Mac OSX (both with/without GUI), Android.
- Affordable price: The feature is available with the Additional lifetime license that can be used over Xeoma Pro professional edition or even the basic Xeoma Standard edition.



Pricing

AFFORDABLE EYE TRACKING IN XEOMA

EYE TRACKING MODULE*
FOR 1 CAMERA

\$1099.95

XEOMA STANDARD LICENSE*
FOR 1 CAMERA

\$24.95 USD

*PERPETUAL LICENSE



Fields of application

NEUROMARKETING. HIGHER-LEVEL ADVERTISING PT. 1



Neuromarketing is a new field of marketing which uses particular technologies such as eye tracking to study people's responses to marketing campaigns.

“Neuromarketing” technologies allow detecting physiological and neural signals to gain information on potential customers' preferences and decisions, which can help create proper advertising strategy, pricing, and other analyze other marketing areas.

Eye tracking data is commonly used in neuromarketing advertising research. You can detect the point of gaze of a focus group to determine whether a particular marketing strategy or commercial is created successfully or not.

If an advertising campaign is created properly and can predict buying behavior, then people from a focus group will be looking at the commercial's focus point (product or other important components).

**FOR MORE INFORMATION PLEASE VISIT
WWW.XEOMA.COM**

Fields of application

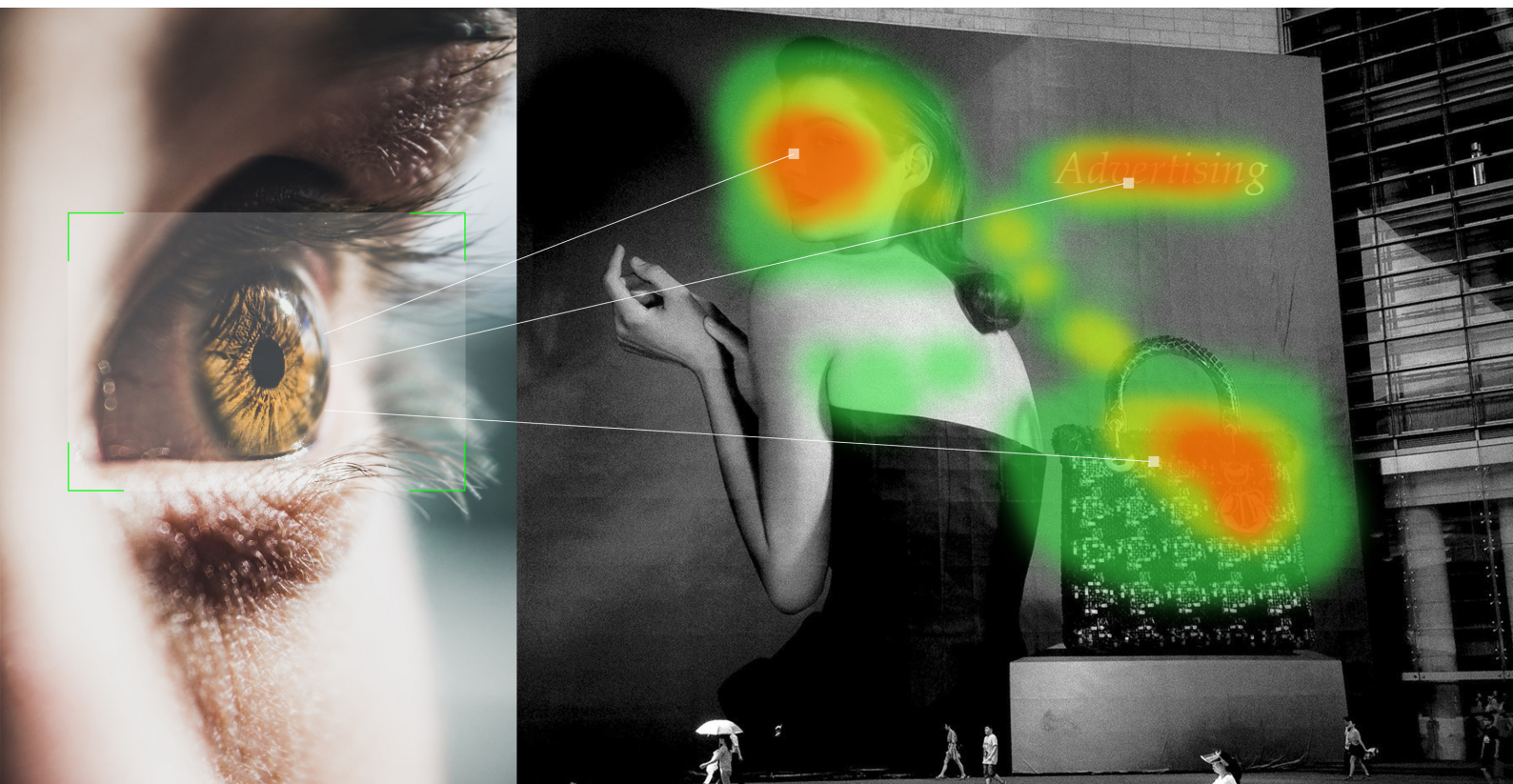
NEUROMARKETING. HIGHER-LEVEL ADVERTISING PT. 2

Xeoma's eye tracking module will become a great tool in terms of creating a proper marketing strategy and advertising campaign.

Detect focus group's point of gaze while showing them your commercial or other advertising materials to make sure they are looking at the right direction and at the right part of the commercial.

Xeoma's Artificial intelligence will show you more than human eye can notice.

Collect marketing data and create the perfect advertisement that hits the target right away!



Fields of application

ENTERTAINMENT AND ART. GAMING INDUSTRY



Entertainment, art, VR and gaming will move to the next level with “Eye tracking” feature. Xeoma will track your pupil direction and you’ll be able to dive into the game by even looking in different directions.

Create art with your gaze only or use Eye tracking research data as an inspiration for your art. Integration with third-party devices is possible. There are no limits to integration, you can share your idea with us and we will help you to implement it.

Will be useful to artists, game developers, and people who are ready to touch the future.

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Fields of application

STUDY AND SCIENTIFIC RESEARCH



Eye tracking is widely known among scientists, professors and students, but not everyone can afford Artificial Intelligence (AI). With Xeoma video surveillance it's possible to conduct experiments with the help of a camera only, no big investment is needed. Reveal human psychology in a gaze by yourself and share your knowledge with your students or peers. Theory is great while teaching, but a practical example that is what makes studying process breathtaking and worthy of attention.

Ideal for educational institutes, scientific centers, personal usage.

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Fields of application

SECURITY MEASURES



Have you seen spy fiction movies where you can enter the building by just looking into the camera? Now it's not fiction, it's reality! There are different ways of security measures and eye tracking is one of them. "Eye tracking" can be paired up with "Face Recognition" module for the most precise result. Maybe you'll be the first person in a neighborhood who will use this feature in everyday life or being a boss you will use "Eye tracking" module to strengthen security measures in your corporation.

Perfect for any type of business, home usage, governmental institutions, banks, and more.

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More AI-based features in Xeoma

IN XEOMA

FEVER DETECTION

Use Xeoma's **Color Recognition** module for automated 24/7 detection of a certain level of temperature (e.g. fever) represented by a certain color.

The module can store reports on detected events, send live notifications, and do customized reactions.

VISITORS COUNTER

During the virus outbreak, safety regulations often oblige organizations to limit amount of people that can stay in a store, public place, etc. Xeoma's **visitors counter** can count how many people have entered or left an area or a place.

STAY TIME

Not only amount of visitors is often limited by safety regulations, but there are also limitations in customers' allowed stay time in a store, mall, shops, etc.

Xeoma's Face Recognition module has mechanisms to track a visitors' stay time and trigger reactions if the allowed time is exceeded.

FACE RECOGNITION

This module is meant for detection of human faces in the cameras' field of view. It can be used to detect excessive presence of people where they are not supposed to be or, in reverse, detect if there are insufficient staff.



More AI-based features in Xeoma

OBJECT RECOGNITION, EMOTIONS RECOGNITION, DEMOGRAPHICS AND MORE

OBJECT RECOGNITION

The "Object recognizer" module can monitor the camera's field of view for objects of certain type: people, birds (land or sea birds), animal, vehicles (cars, trucks, motorcycles, bicycles), UAV (drones), aircrafts, boats and naval vessels, trains, etc. More types can be added at request.

DEMOGRAPHICS (AGE, GENDER) AND EMOTIONS

"Face Detector (Emotions)" can recognize 7 basic human face expressions: happiness, sadness, disgust, surprise, neutral expression, fear and anger.

"Age Recognizer" uses neural networking technologies to effectively, quickly and easily display the most possible age of a person or persons in the camera's field of view.

"Gender Recognizer" is an AI-based module in Xeoma that can detect a person's gender in real-time.

CROWD DETECTOR

This module can count people's heads and detect if the number is bigger or smaller than needed (detect people crowding or queue), and cause a pre-set reaction. It can also be used for passengers count in a public transportation enclosure like subway carriage, bus, tram, train, etc.



More AI-based features in Xeoma

ALSO AVAILABLE

**VEHICLE LICENSE PLATE
RECOGNITION**

**FACE ID - DUAL
AUTHENTICATION WITH
QR CODE OR SMART CARD**

SOUND RECOGNITION

SAFETY GEAR DETECTOR

HEAT MAP

**DETECTOR OF
ABANDONED OR MISSING
OBJECTS**

SMOKE DETECTOR

SABOTAGE DETECTOR

INTRUSION DETECTOR

PRIVACY MASKING

LOITERING DETECTOR

**FREE ANDROID AND
IPHONE /IPAD APPS**

**+ ANY FEATURES YOU
REQUEST**





See more at www.xeoma.com

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