

AI-HEAT

Heat Map





Thanks to the use of the most advanced artificial vision algorithms, **AI-HEAT** analyses the movement of objects moving within the scene and identifies the areas of greatest interest (hot spots) and the areas of least interest (dead areas), this is achieved thanks to a heatmap-based visualization. **AI-HEAT** can be used in both indoor and outdoor environments.

USE CASE

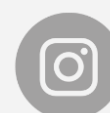
Where can we use AI-HEAT?

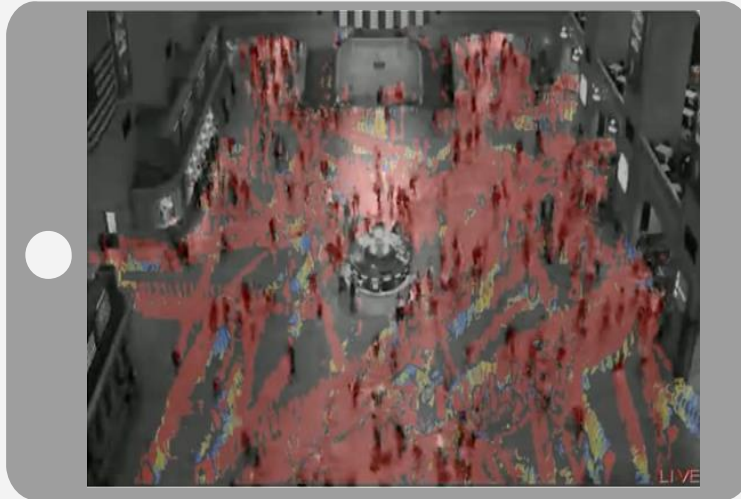
AI-HEAT is a video analytics solution designed to meet the needs of marketers, for example in buildings, museums, restaurants, shops, shopping centers, airports and parks, but more generally in all those situations where you want to know how customers move around your facilities and which points of the different areas are of most (and least) interest.



For example, it can be used to know the most visited aisles or shelves in a supermarket, the most crowded shops in a shopping center, the paintings near which people stop for the longest time or in general of greatest interest to visitors in a museum.

AI-HEAT, combined with a dashboard for data management and visualization (e.g. **AI-DASH-PRO**), then allows the heatmap to be visualized in the form of an image: the 'background' of the camera scene (i.e. the scene without any moving objects) will be overlaid by colored regions. Typically, the warmest colors (red, orange, yellow) represent the 'hot zones', i.e. those areas most frequented (and therefore of greatest interest to visitors). Vice versa, as the colors become progressively cooler (green, light blue, blue) the areas within the picture represent regions of the facility that are of decreasing interest, leading to the so-called 'dead areas'.



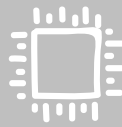


ARCHITECTURE

Where can we install the app?



Edge



Embedded



Server



The detailed list of specific compatible platforms can be reached via the link on the right.

INTEGRATION

Where can we notify the events generated by the app?



Events can be sent to external servers using over 20 different mechanisms, which include third-party VMSs, standard protocols (such as HTTP, FTP, MODBUS and MQTT) and also A.I. Tech proprietary protocols, which allow the notification of events to the dashboards of A.I. Tech. More information via the link on the right.

