

ADVERTIMA

Die künstliche Intelligenz von Advertima bringt personalisierte Erlebnisse von der digitalen in die physische Welt

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# Was ist künstliche Intelligenz?

## Buzzword ALARM!!!

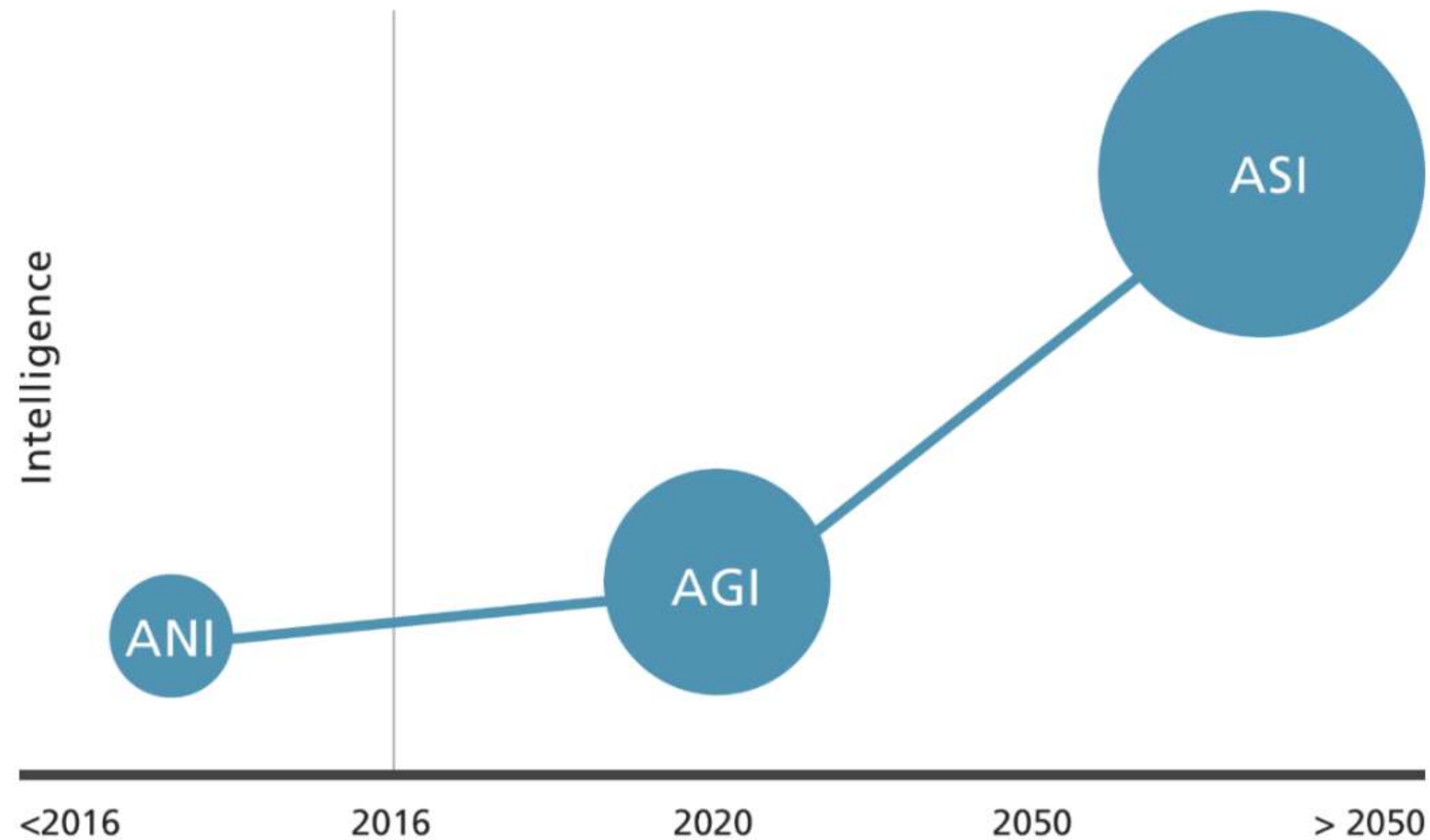
Artificial Intelligence nutzt Technologien wie supervised und unsupervised Learning sowie Deep Learning mit neuronalen Netzen im Zusammenhang mit Big Data (was übrigens alles unter dem Begriff Machine Learning zusammengefasst werden kann), um voll autonome Systeme zu entwickeln die die Intelligenz der Menschen bei weitem übersteigt.

# Was ist künstliche Intelligenz?

Im Allgemeinen bezeichnet *künstliche Intelligenz* den Versuch, menschenähnliche Entscheidungsstrukturen in einem nichteindeutigen Umfeld nachzubilden, d. h., einen Computer so zu bauen oder zu programmieren, dass er eigenständig Probleme bearbeiten kann.

# Die drei Stufen der künstlichen Intelligenz

The evolution of artificial intelligence



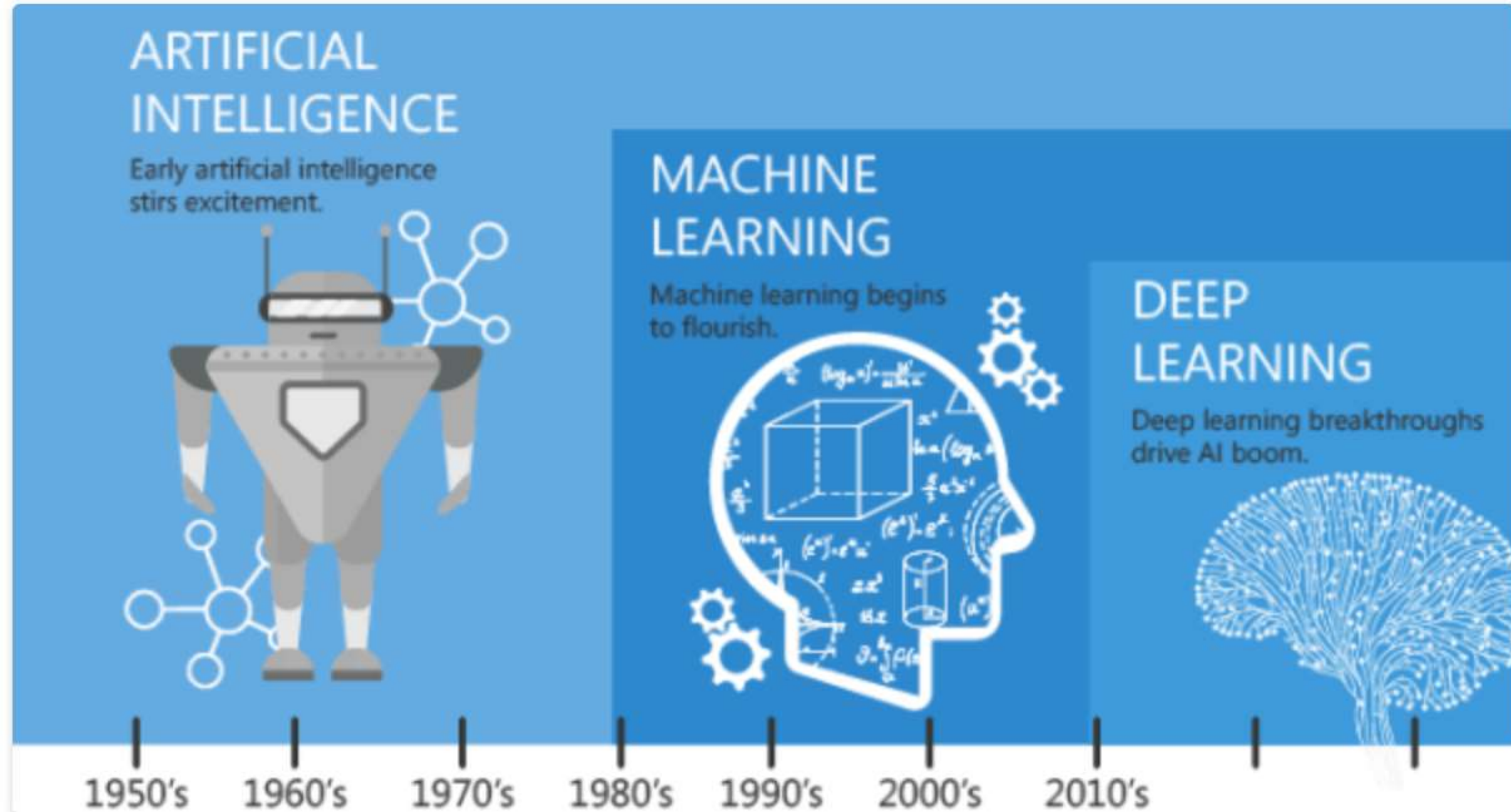
ANI = Artificial Narrow Intelligence

AGI = Artificial General Intelligence

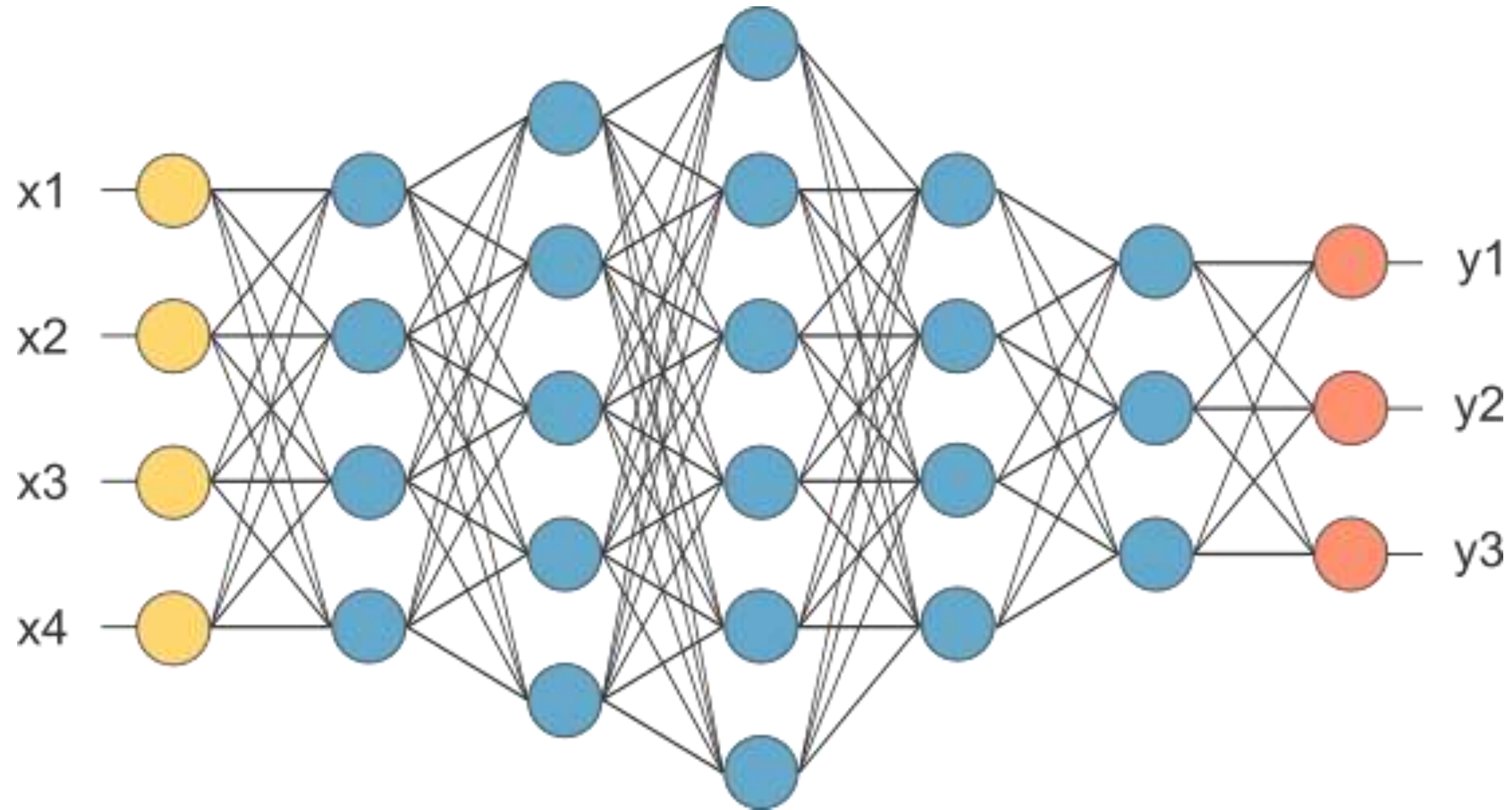
ASI = Artificial Super Intelligence

Source: UBS, as of 15 August 2016

# Die Entwicklung der künstlichen Intelligenz

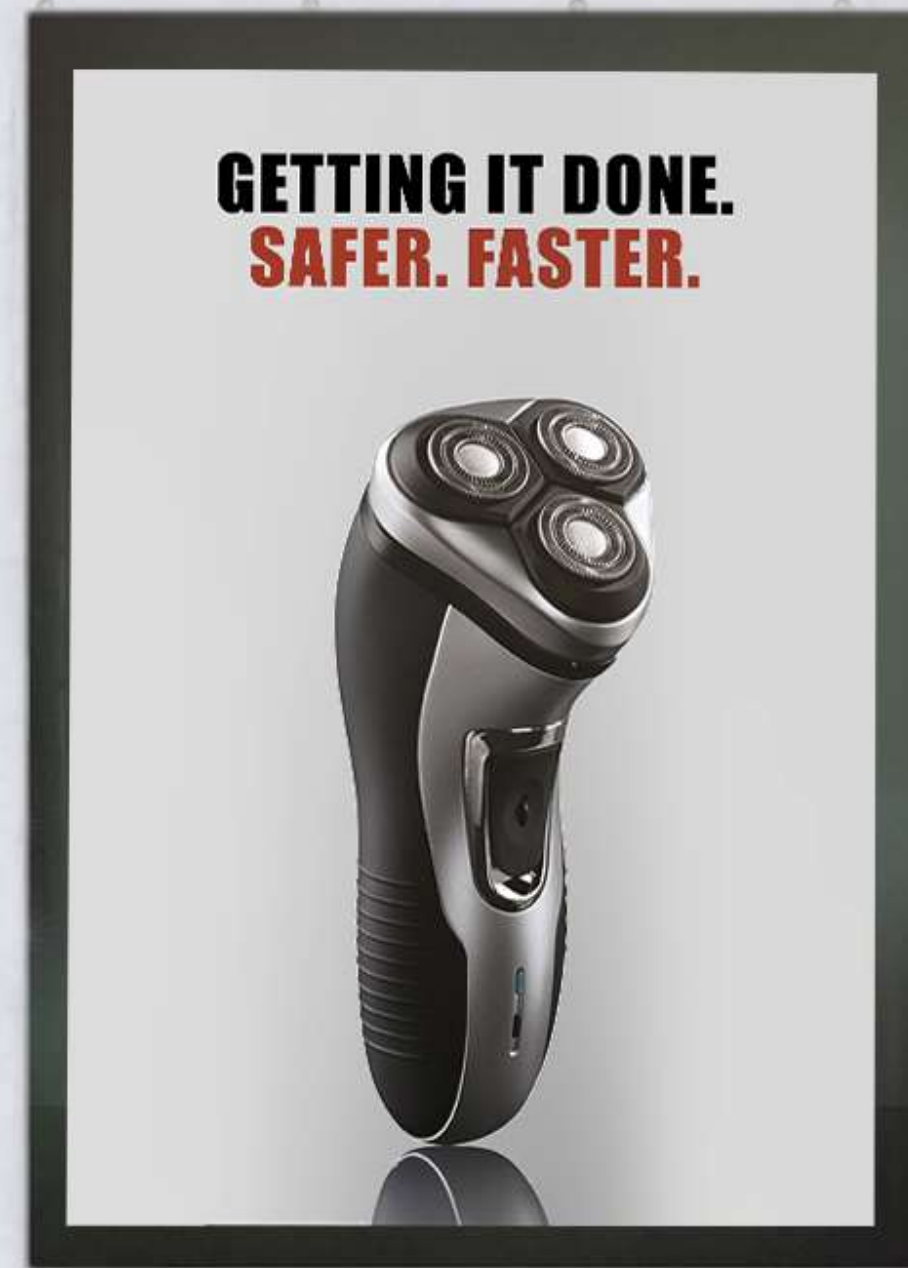


# Was ist ein Neuronales Netz?



<https://quickdraw.withgoogle.com/#>

# Problem



Content  
in the physical world  
is mostly irrelevant

# Solution



A software that reaches out to your targeted audience & learns with every interaction

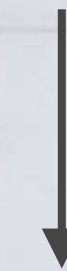


# How It Works

Eye Contact ✓	Eye Contact ✓	Eye Contact ✗
21 years	21 years	26 years
Male	Female	Female
ID #225873	ID #225874	ID #225872
Couple 👤		



Detection through input sensors



Reaction through output devices



# Performance Analytics

Edge

1

Real-time Analysis

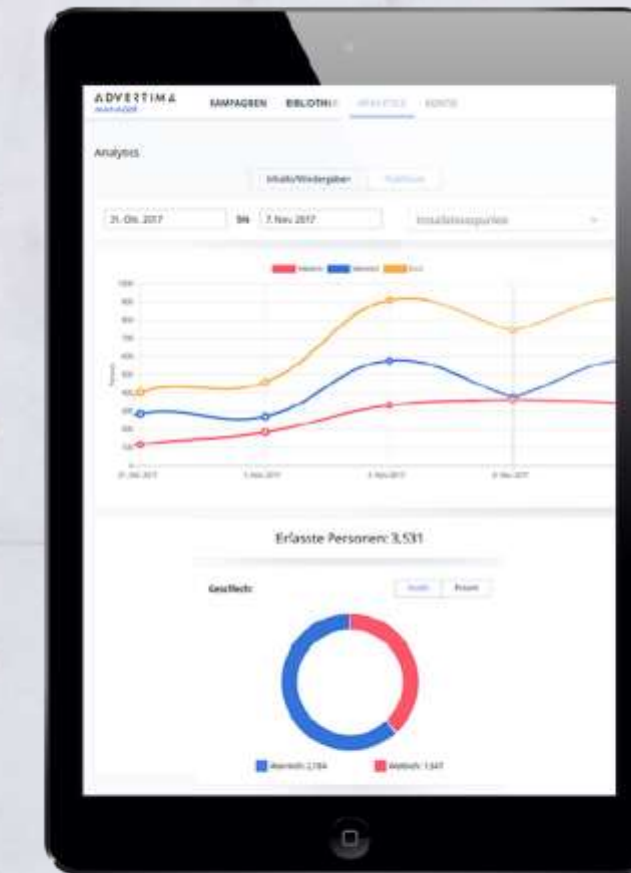
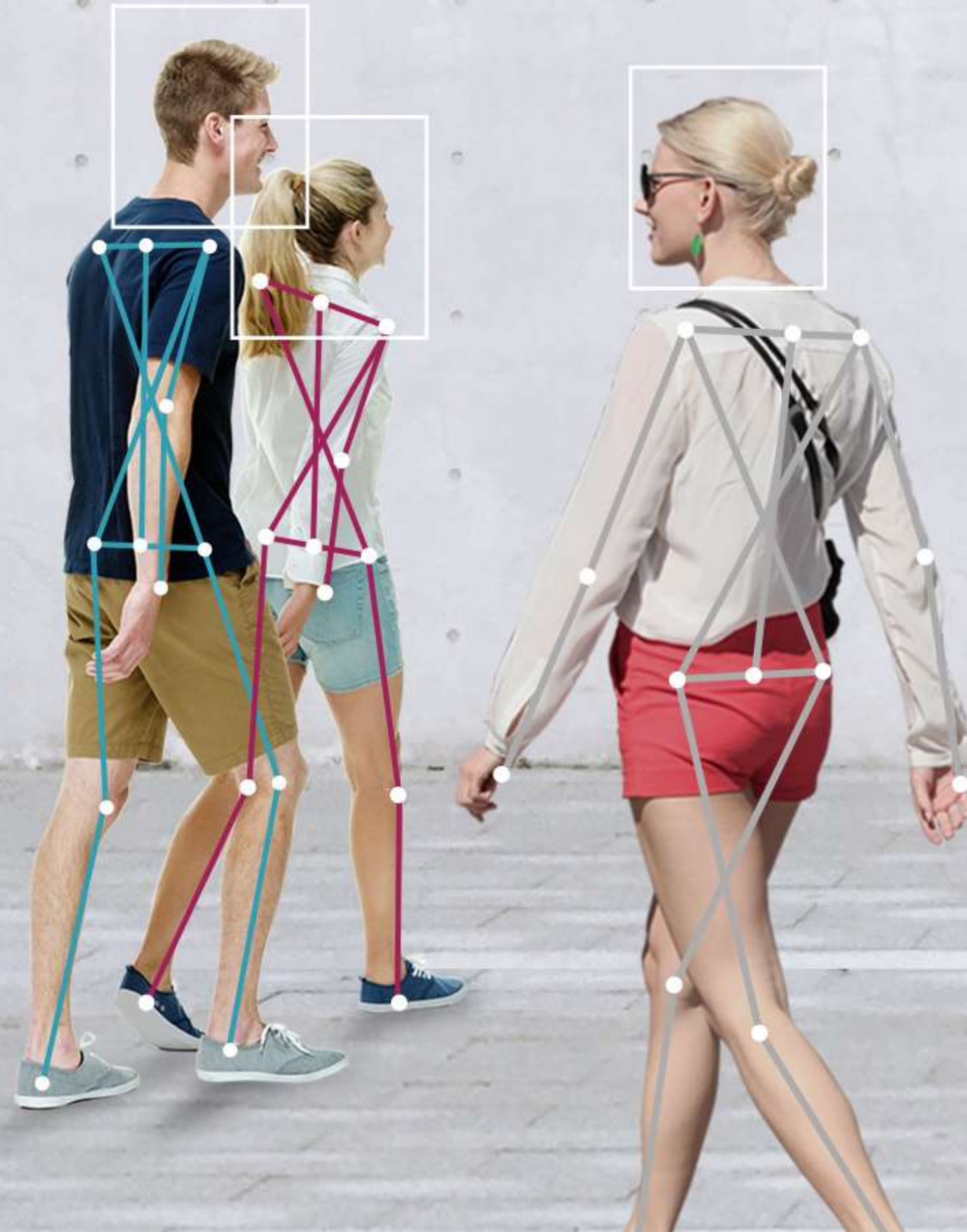
2

Personalized Playouts

Cloud

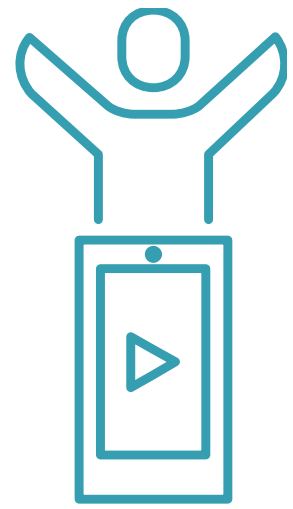
3

Performance Analytics

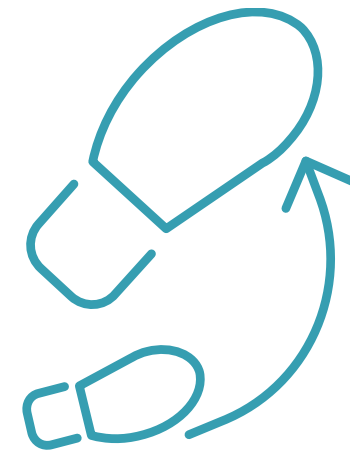


ADVERTIMA  
MANAGER

# Value Proposition



Deliver Relevant  
Information



Increase Footfall &  
Stay Duration



Get Precise  
Customer Insights

The toolkit for better conversions, more sales and higher customer loyalty in the physical world.

# Feature Content Targeting

Use Case Increase Relevance of Digital Signage Content

Female

27 years



**Target Group**  
Female 20-40 Years



**Target Group**  
Male 25-45 Years

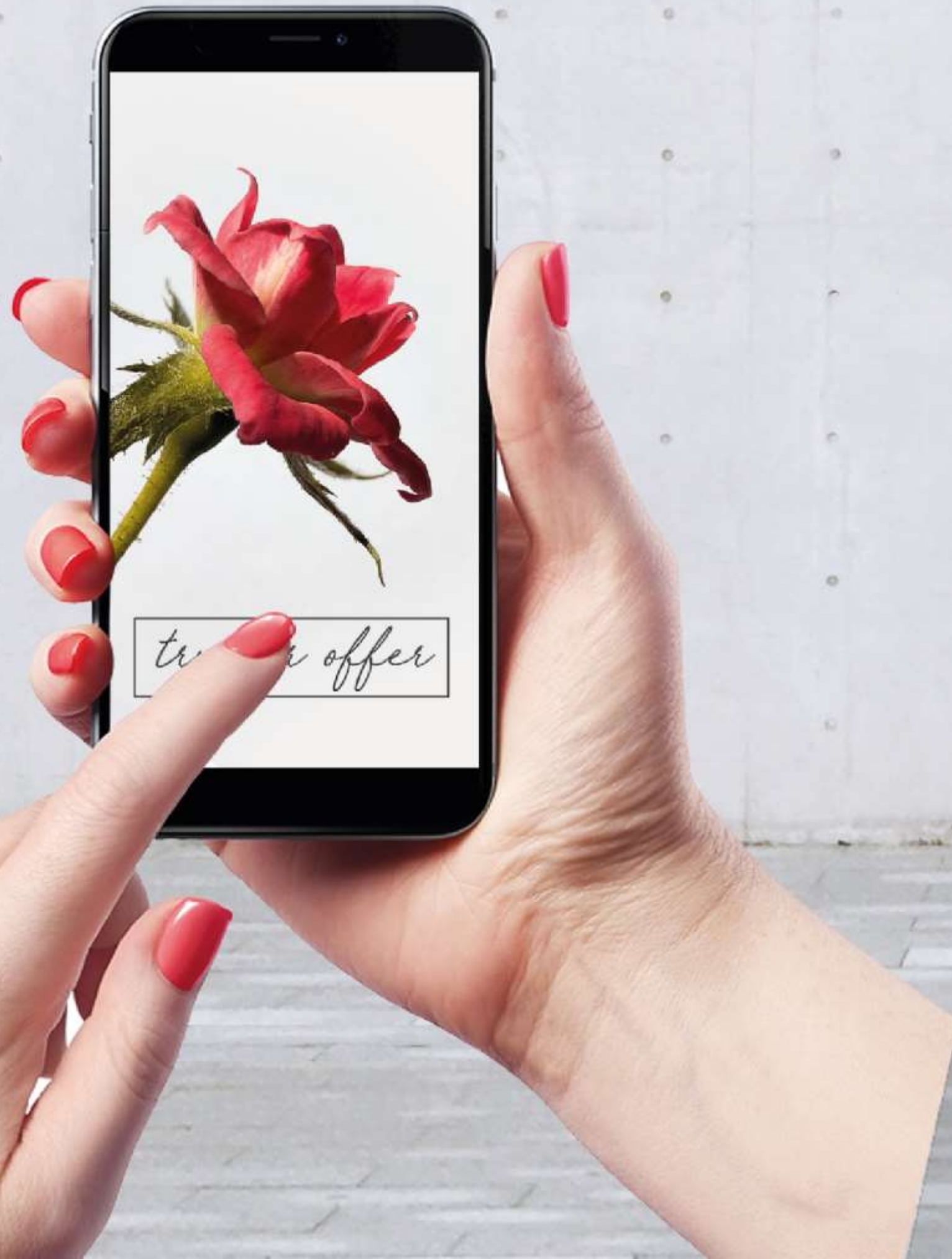
Male

35 years



## Feature Content Targeting

Use Case Reuse Insights of Online Target Groups in the Physical World

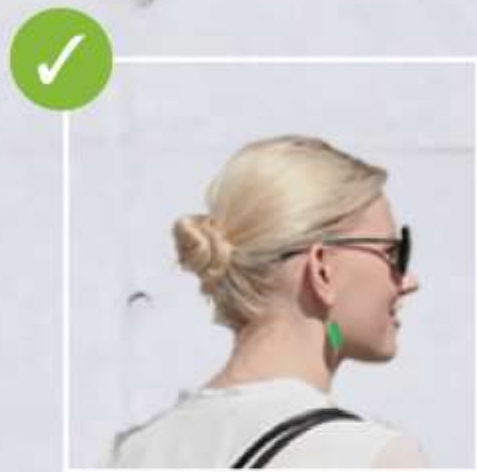


Female  
27 years  
Eye Contact



# Feature Content Analytics

Use Case A/B & Multivariate Testing



Targeted Views  
**359**



Targeted Views  
**129**

# Feature Content Retargeting

Use Case Lead Audience from A to B

Female

27 years

Eye Contact

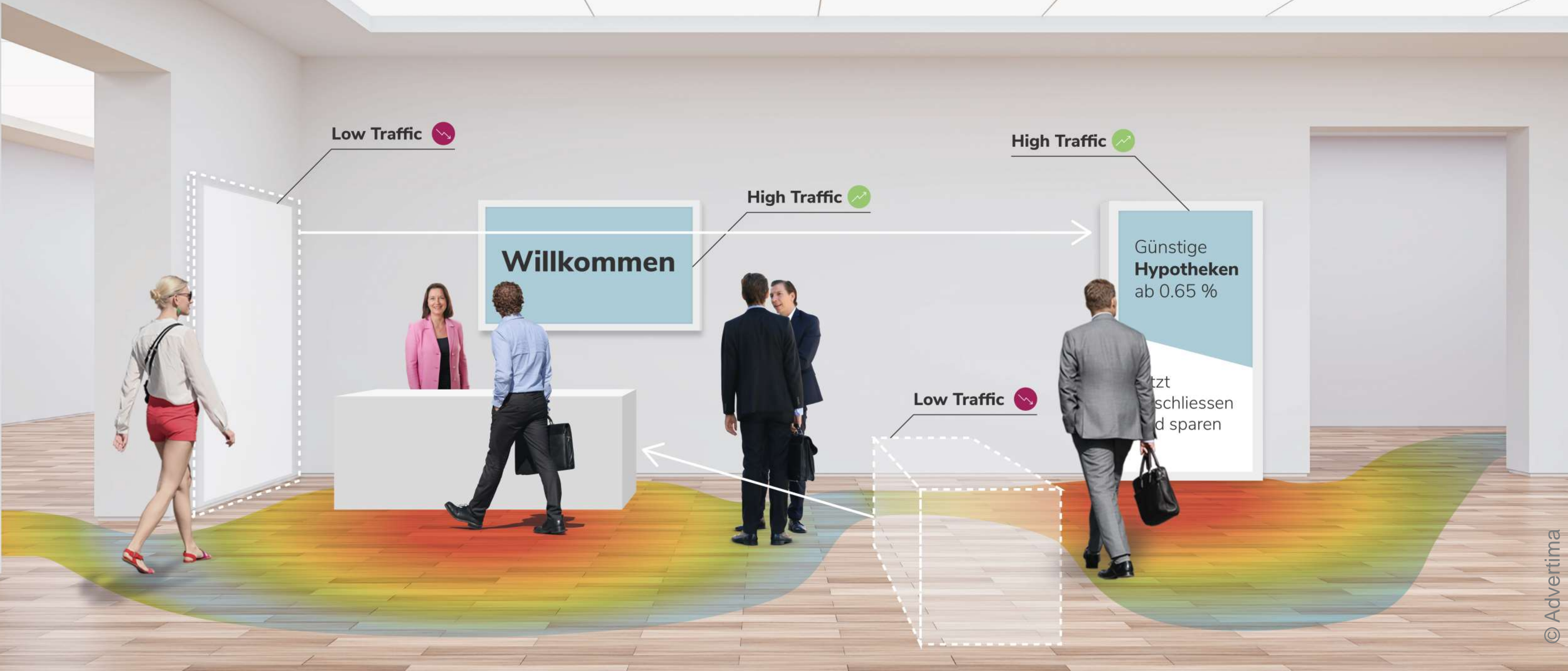
CIAO BELLA!  
A BROOKLYN  
COFFEE?

straight ahead 50m

BROOKLYN COFFEE

# Feature In-store Analytics

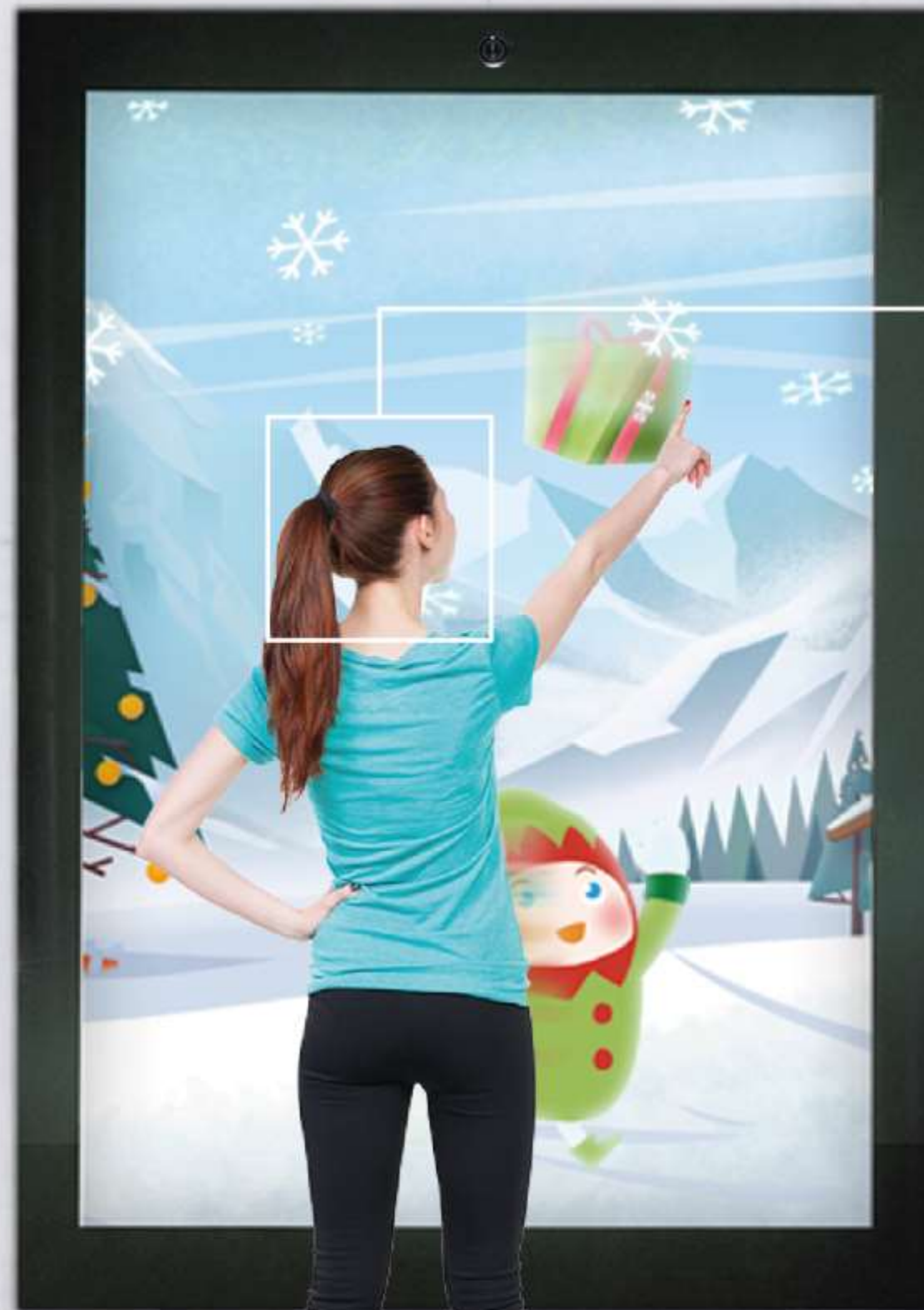
## Use Case Store Concept Optimization





# Feature Interactive Experience

## Use Case Lead Generation Through Gamification



Female  
14 years  
Eye Contact

# Weihnachtsspiel

<https://www.youtube.com/watch?v=OyokITO1Pg4>

**The Magic Behind #1**

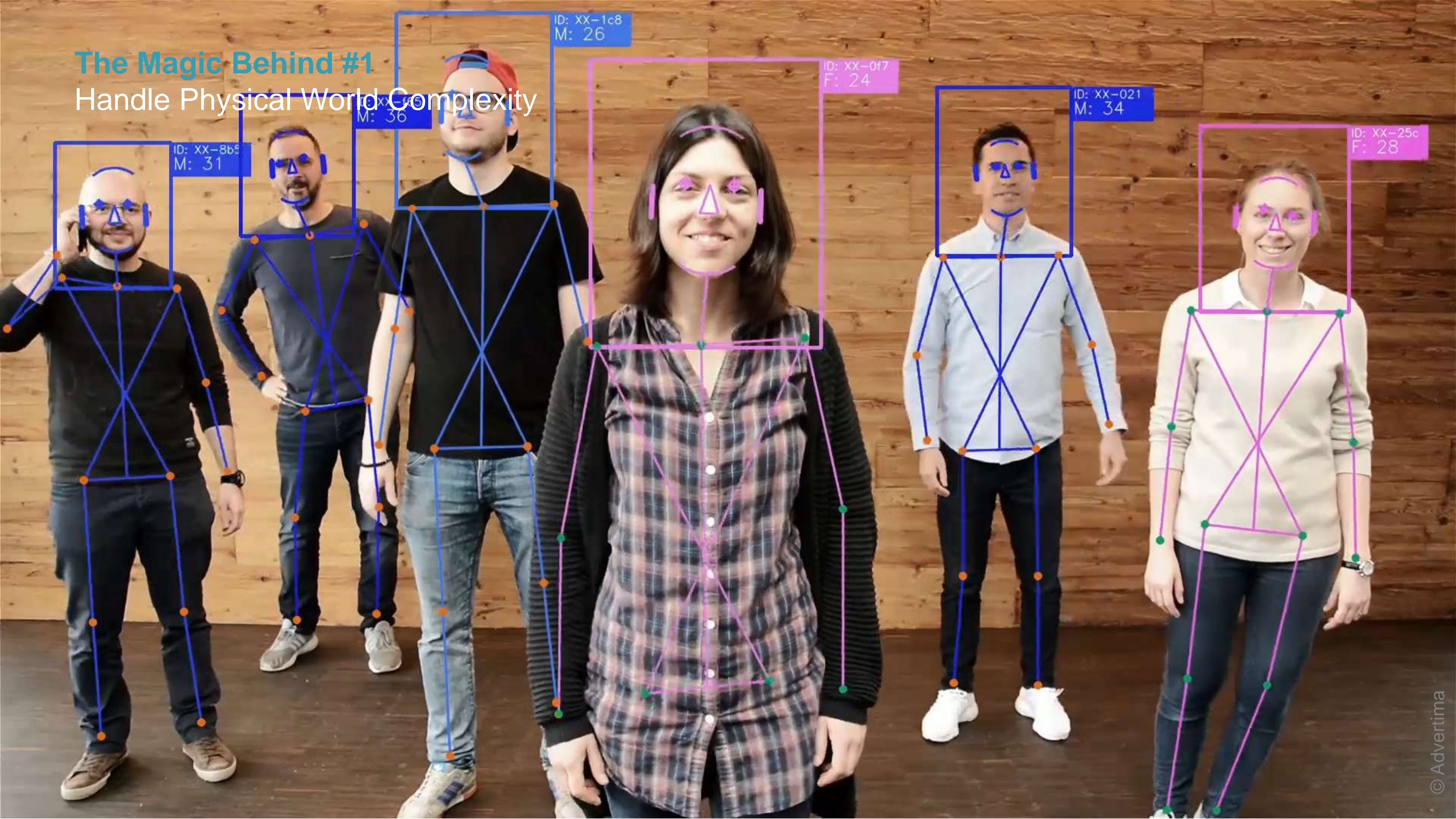
**Unique computer vision technology  
to handle physical world complexity &  
optimize decision-making**

# The Magic Behind #1

Handle Physical World Complexity

# The Magic Behind #1

## Handle Physical World Complexity



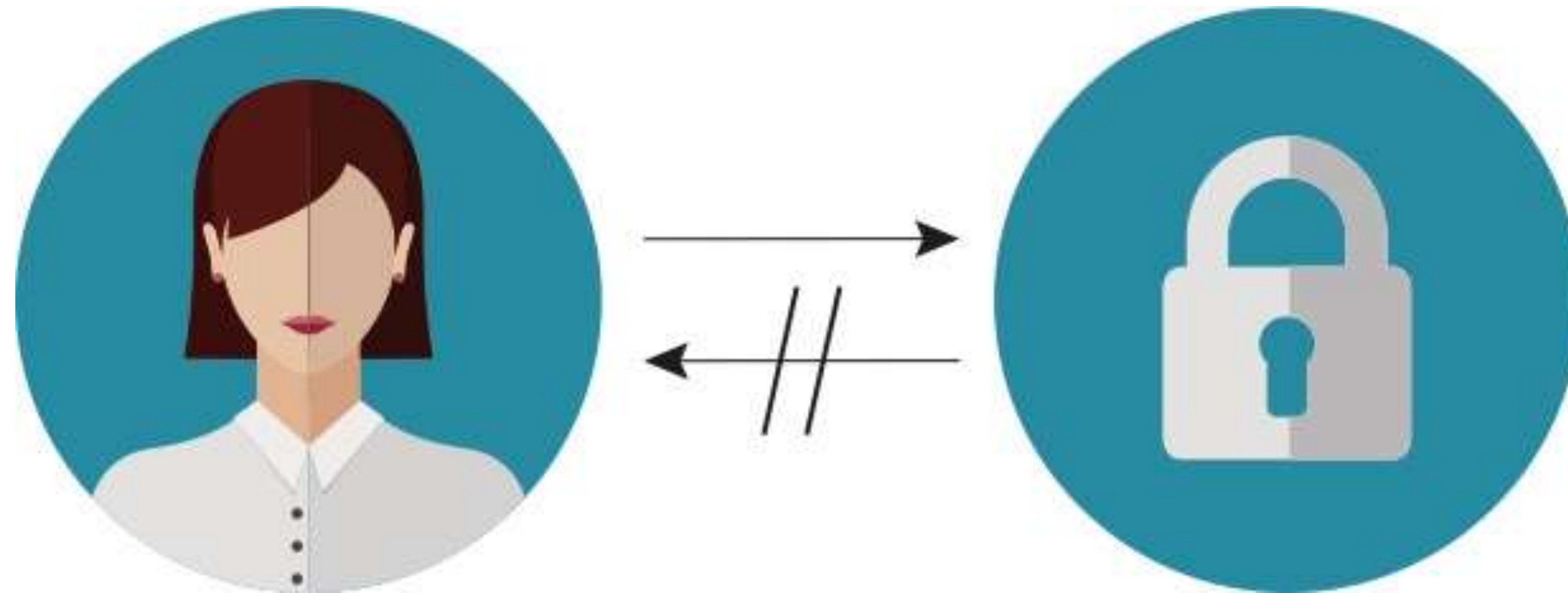
# The Magic Behind #1

## Optimize Decision-making



## The Magic Behind #2

### Follow Privacy Policies



Advertima processes personal data exclusively edge-based.  
This is our technological foundation to guarantee the Data  
Privacy protection of each individual.

# Vielen Dank

**Wollen Sie wissen, wie Sie sich auf die nächste technologische Revolution vorbereiten können?**

**Dann melden Sie sich bei uns. Wir unterstützen Sie gerne:**

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