TRASSIR
Face Analytics

DSSL

Russian manufacturer of video surveillance systems

TRASSIR®
ЭКОСИСТЕМА ВИДЕОНАБЛЮДЕНИЯ

About TRASSIR

TRASSIR company is a leading video surveillance software developer and manufacturer of CCTV systems under the **TRASSIR** trademark having more than 15 years of experience.

It was established in 2002.

Currently company has more than 500 of high qualified specialists with a wide experience in the field of IT, security systems and video surveillance development.

TRASSIR has 18 offices located in Russia, Ukraine, Kazakhstan and China and more than 1500 committed partners.

TRASSIR 5-in-1

TRASSIR's flagship product is TRASSIR CCTV ecosystem consisting of 5 elements having deep integration among themselves:

- TRASSIR VMS
- Intelligent video analytics
- VSaaS TRASSIR Cloud
- IP-cameras
- TRASSIR NVRs.

All these elements can be connected to the cloud and combined using TRASSIR Cloud into one integrated video surveillance system.

TRASSIR Face Analytics | **Metrics**

Men: 19

Unique: 5
Age: 22-57

Women: 23

Unique: 8
Age: 19-46

TRASSIR **FaceAnalytics** is designed to perform face recognition and analysis tasks.

This module includes the following audience metrics:

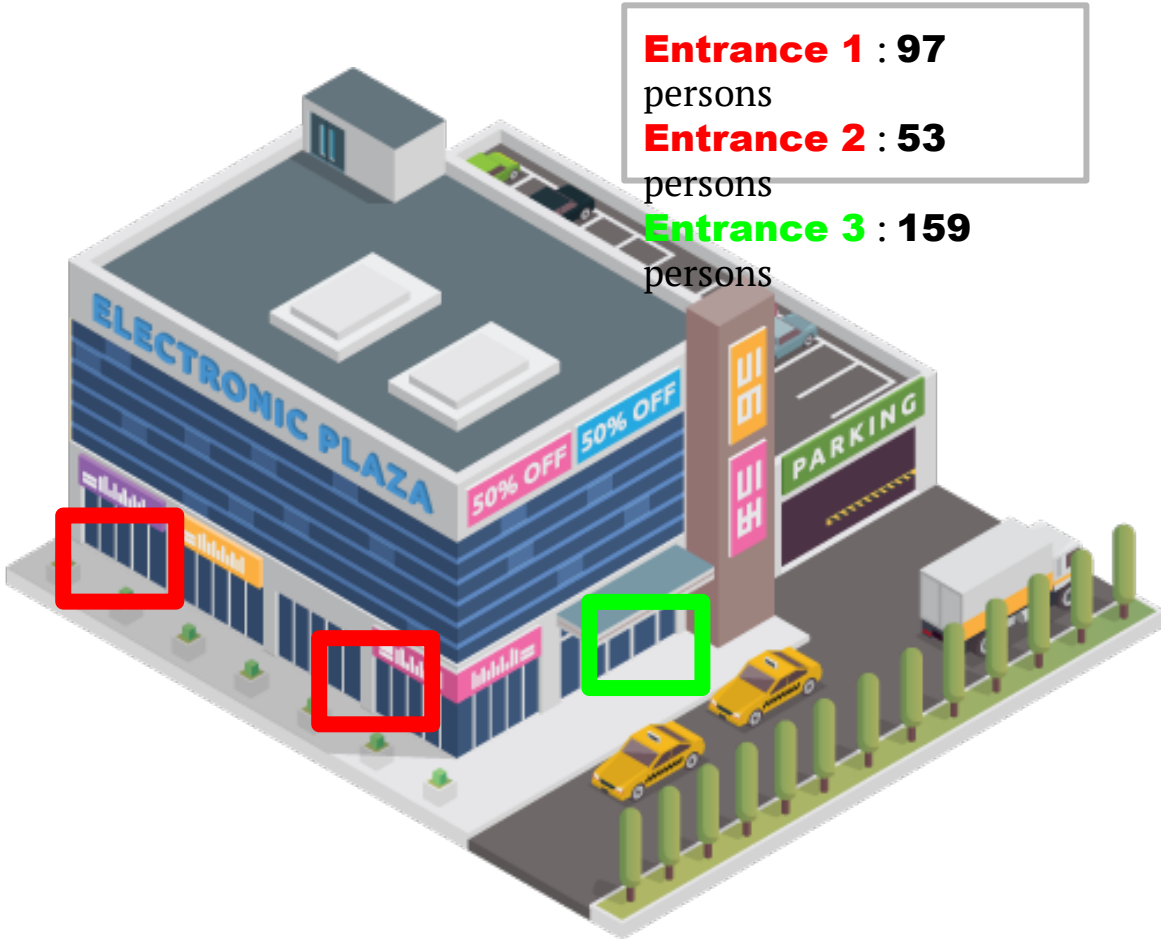
- Counting of unique visitors
- Demographic analysis by gender and age

TRASSIR Face Analytics | **To be developed**

The following features are to be added to the TRASSIR Face Analytics soon:

- Determination of the visit frequency to the outlet by unique visitors during the custom period of time
- Determination of the duration of visitor's stay in the outlet providing demographic statistics

TRASSIR Face Analytics | Retail | Marketing department



Using Face Analytics module allows the head of the commercial/marketing department to solve the following issues:

- Optimize the implementation of promotional offers, advertising and merchandising
- Determine which entrances into the point of sale are the most popular
- Make special offers to the target audience

TRASSIR Face Analytics | Retail | **Marketing department**

Using Face Analytics module allows the head of the commercial/marketing department to solve the following issues:

- Improve retail sales
- Increase traffic and conversion rate

TRASSIR Face Analytics | Retail | **IT**

Using Face Analytics module allows the specialists of IT department to solve the following issues:

- Create Web-reports that can be viewed in the browser
- Export data to CSV for analyzing (for example, in MS PowerBI or Tableau)
- Integration and automation using open API http://www.dssl.ru/files/trassir/manual/ru/sdk.html

TRASSIR | Retail | **IT**

The head of IT department benefits from using FaceAnalytics:

- Installation of video surveillance system
- Creation of custom scripts in TRASSIR using Python
- The ability to use USB, IP or analog video cameras
- Virtualization support

TRASSIR | Retail | **IT**

The specialists of IT department benefit from using FaceAnalytics module:

- Remote access and monitoring

  - Integration with corporate user directory (LDAP)
  - Centralized monitoring (EnterpriseIP license only)

Thank you for your attention!

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www.dssl.ru

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