The Many Uses of Cameras in BoldVu® Digital Displays

Installed USB Cameras can provide:

Advertising Activations
- Launch unique brand activations
- Crowd Triggering for dynamic promotions

Selfies
- Capture photos at venue and text/email as selfies and post to social media
- Data capture of email/phone for re-targeting

Audience Measurement
- Identify audience demographics including age and gender through encounters

Analytics
- Track campaign engagement via impressions, dwell time, emotional sentiment

Augmented Reality
- Create memorable and engaging interactive experiences

Security
- General viewing / recording of individuals within camera range

FAQs

What Type of Cameras are typically installed in BoldVu®?
The standard camera is a 13MP auto focus USB Camera module.

Do the cameras have the ability to stream?
The camera modules have an auto-focus lens and are capable of streaming UHD (3840x2160) video at 30fps (using JPEG compression).

Where are the cameras located in BoldVu®?
The ONE (1) - TWO (2) cameras per digital face are installed behind the black mask on the right side of the LCD.

How are they cabled?
The camera modules are connected directly to the Player and receive power via the USB connection.

Can the cameras be repositioned?
Once installed, the cameras do not have the ability to be moved or rotated, and the position is fixed.

Does the USB Camera come with software?
BoldVu® provides the hardware. Use cases demonstrated require 3rd Party Software supplied by the customer.

Who are the most common software companies that our customers use?
Many customers are incorporating their own software into BoldVu®, while others use Quvidi and Adomni.

Note that BoldVu® provides the hardware, drivers, and demonstration programs for the cameras. It is the customer's responsibility to create or purchase specific 3rd party application software that utilizes the installed cameras.