addd

AI-based innovative offline advertising effectiveness solution

addd-i model X

Through proprietary AI technology, DOOH advertising becomes smarter

This is an advertising effectiveness measurement solution that, based on advanced artificial intelligence (AI) technology, quantifies the previously ambiguous effectiveness of outdoor advertising with quantitative data. It provides quantitative metrics on pre-advertisement pedestrian traffic, exposed population, watching, attention population, as well as gender, age group (in quartiles), and traffic volume.

FRAME_INDEX = 21
RENDER_FPS = 18.107362
PEDESTRIANS = 10

- AI-based posture estimation technology
- AI object detection and analysis
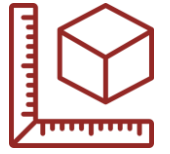- AI vehicle detection and analysis

170+ years
Video analysis

Analysis of 43+ billion object occurrences

Analysis of an audience of 500+ million people

10+ marketing solutions

50+ measurement metrics

Measurement process

Vision sensors > Anonymization processing > Data analysis/refinement > Analysis result provision

Video collection   ---- AI analysis ----   Reporting

addd-i Technical Capabilities

Object Detection Technology

Technology for detecting target objects such as pedestrians and vehicles
*17 Biometrics: Both eyes, nose, both ears, both shoulders, both hips, both knees, both ankles, both elbows, both wrists.
*Detection of pedestrians and vehicles, with the ability to differentiate between passenger cars, vans, and trucks.

AI Pose Estimation Technology

Real-time analysis of pedestrian (object) posture estimation (Pose Estimation), enabling data extraction on gender, age, exposure/watching/attention rates, etc.
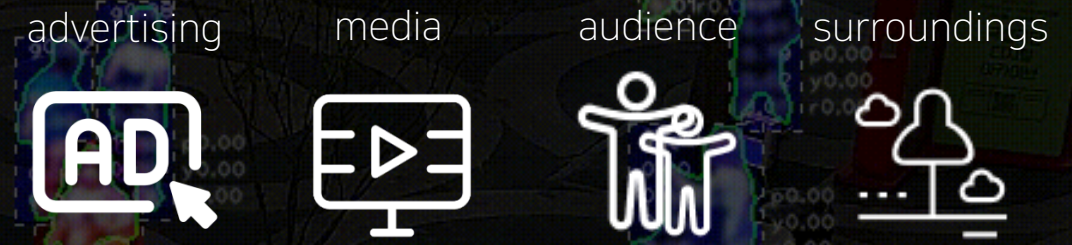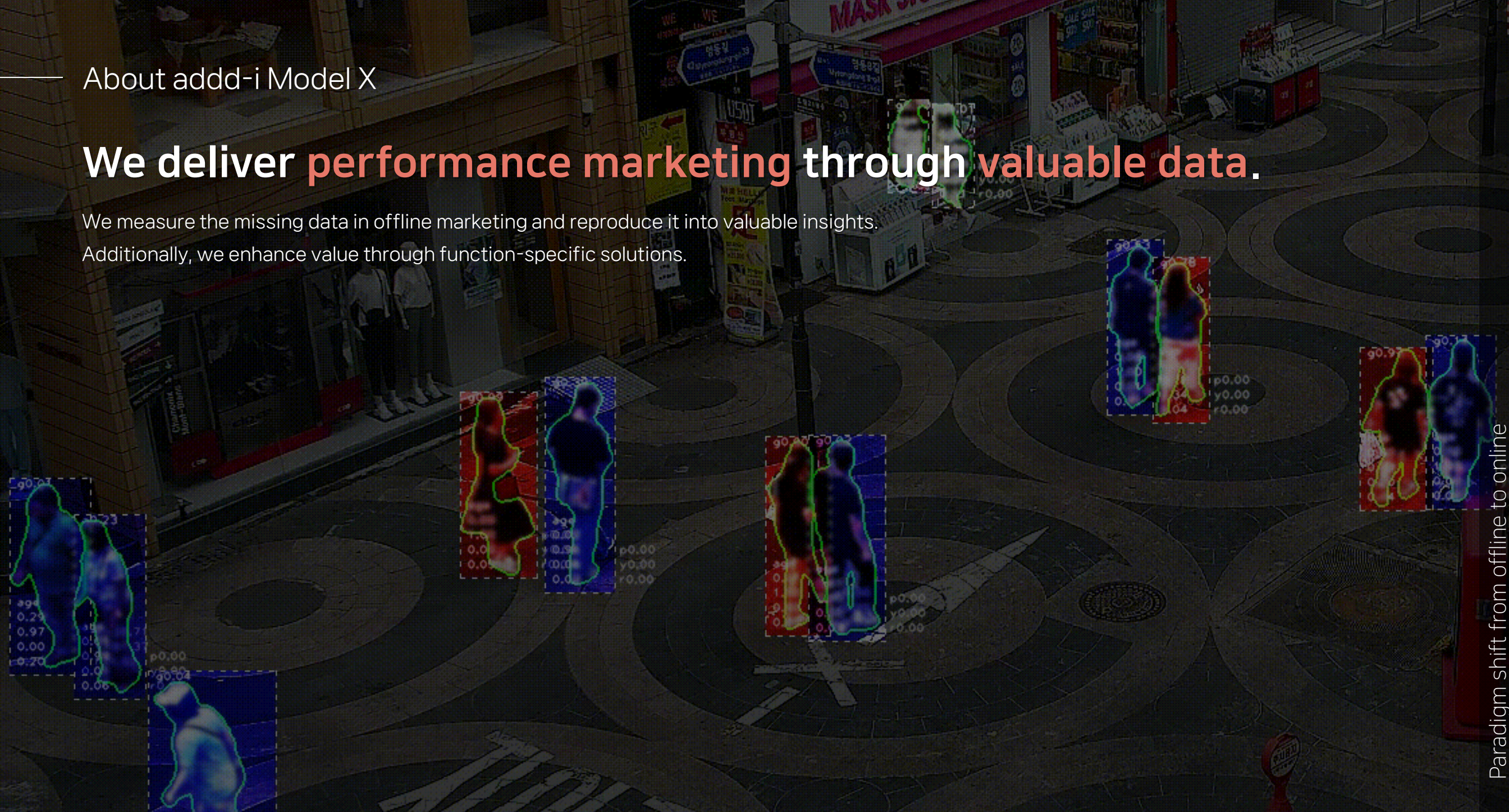
AI Object Detection and Analysis

We have built our own dataset and utilize lightweight edge devices to conduct advanced pose tracking, safety detection, etc.

About addd-i Model X

We deliver performance marketing through valuable data.

We measure the missing data in offline marketing and reproduce it into valuable insights.
Additionally, we enhance value through function-specific solutions.

advertising **media** **audience** **surroundings**

camera

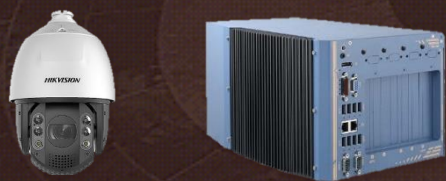**measurement & analysis**

AI & real-time connectivity

Data & solutions

- Audience Profiling
- Media Performance Analysis
- Campaign Effectiveness Analysis
- Attribution Analysis
- Positioning and Planning
- Ad Targeting & Optimization
- Programmatic Advertising
- Performance Maximization
- full process automation

Paradigm shift from offline to online

Model X
High-performance

① Camera   ② Hardware

'Model X' is the top-tier model designed for media requiring wide coverage of traffic flow and analysis.

① Applicable to distances exceeding 30 meters
*Suitable for large LED billboards in areas such as Gangnam, Hongdae, and Myeongdong
② No limit on the number of simultaneous analyses of individuals
③ Capable of measuring vehicle traffic

※ The provided video is a sample test recording.

Web-Dashboard

Advertising analysis data

Real-time ad performance data can be accessed through a live dashboard.

Data can be easily downloaded in Excel format (by hour, date, day of the week, etc.).

① addd-i Installation Data

② Real-time data display for the current day

④ Demographics (floating, exposed, viewed, attentive populations) for a selected period

⑤ Gender/age group data analysis for a selected period

③ Real-time distribution by gender/age group for the current day
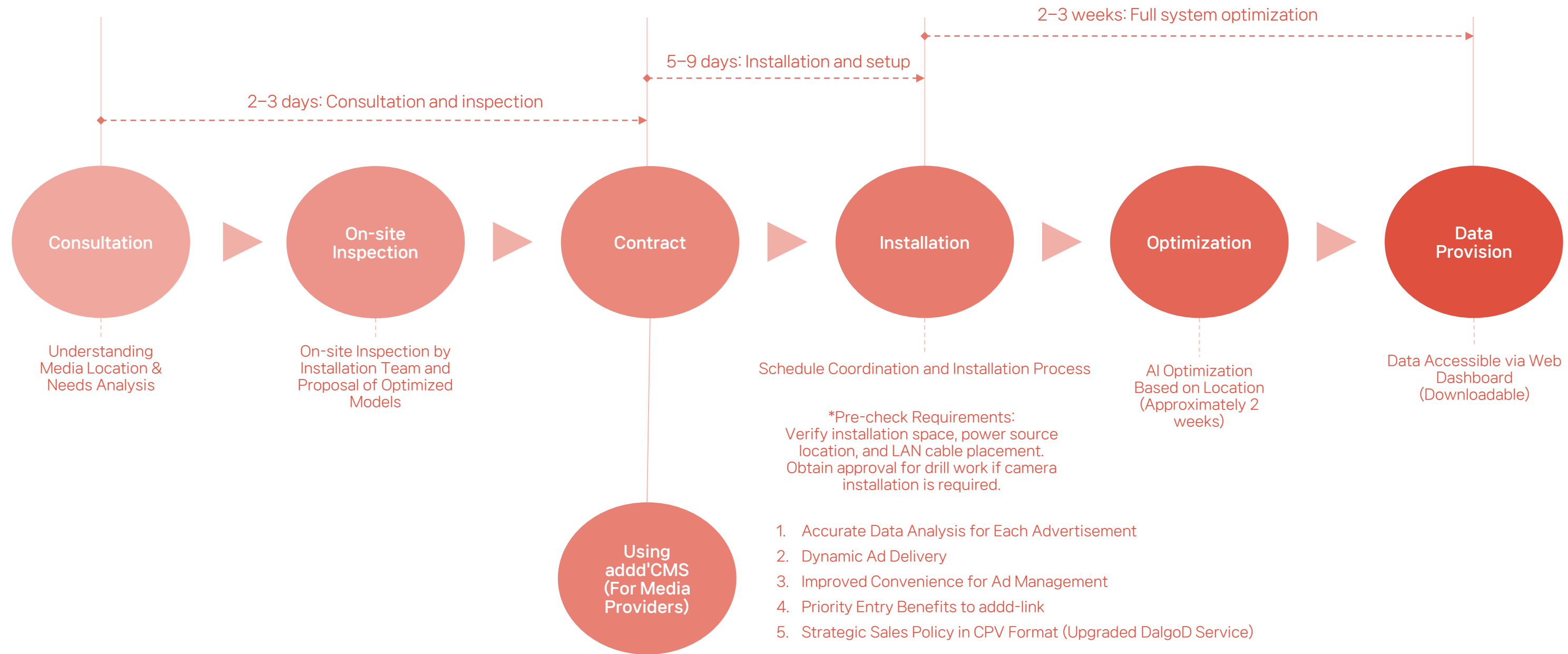※ For Model X, includes vehicle traffic volume and distribution

⑥ Vehicle traffic analysis

⑦ Chatbot consultations available

We ensure stable system deployment through prompt on-site visits and effective communication.

With a structured organizational approach, we design solution models suited for the field and collect valuable data to improve performance.

2–3 weeks: Full system optimization

5–9 days: Installation and setup

2–3 days: Consultation and inspection

Consultation → **On-site Inspection** → **Contract** → **Installation** → **Optimization** → **Data Provision**

Understanding Media Location & Needs Analysis

On-site Inspection by Installation Team and Proposal of Optimized Models

Schedule Coordination and Installation Process

AI Optimization Based on Location (Approximately 2 weeks)

Data Accessible via Web Dashboard (Downloadable)

*Pre-check Requirements:
Verify installation space, power source location, and LAN cable placement.
Obtain approval for drill work if camera installation is required.

Using addd'CMS (For Media Providers)

1. Accurate Data Analysis for Each Advertisement
2. Dynamic Ad Delivery
3. Improved Convenience for Ad Management
4. Priority Entry Benefits to addd-link
5. Strategic Sales Policy in CPV Format (Upgraded DalgoD Service)

※ Dynamic Ad Delivery: Optimized ad delivery based on gender and age of audiences exposed in front of the media.

※ addd-link: All-in-one out-of-home advertising platform.

[Timeframe]
On-site Inspection: 1–2 hours
Installation: 3–4 hours

Pay for attention!

Thank you for your attention

CONTACT

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