



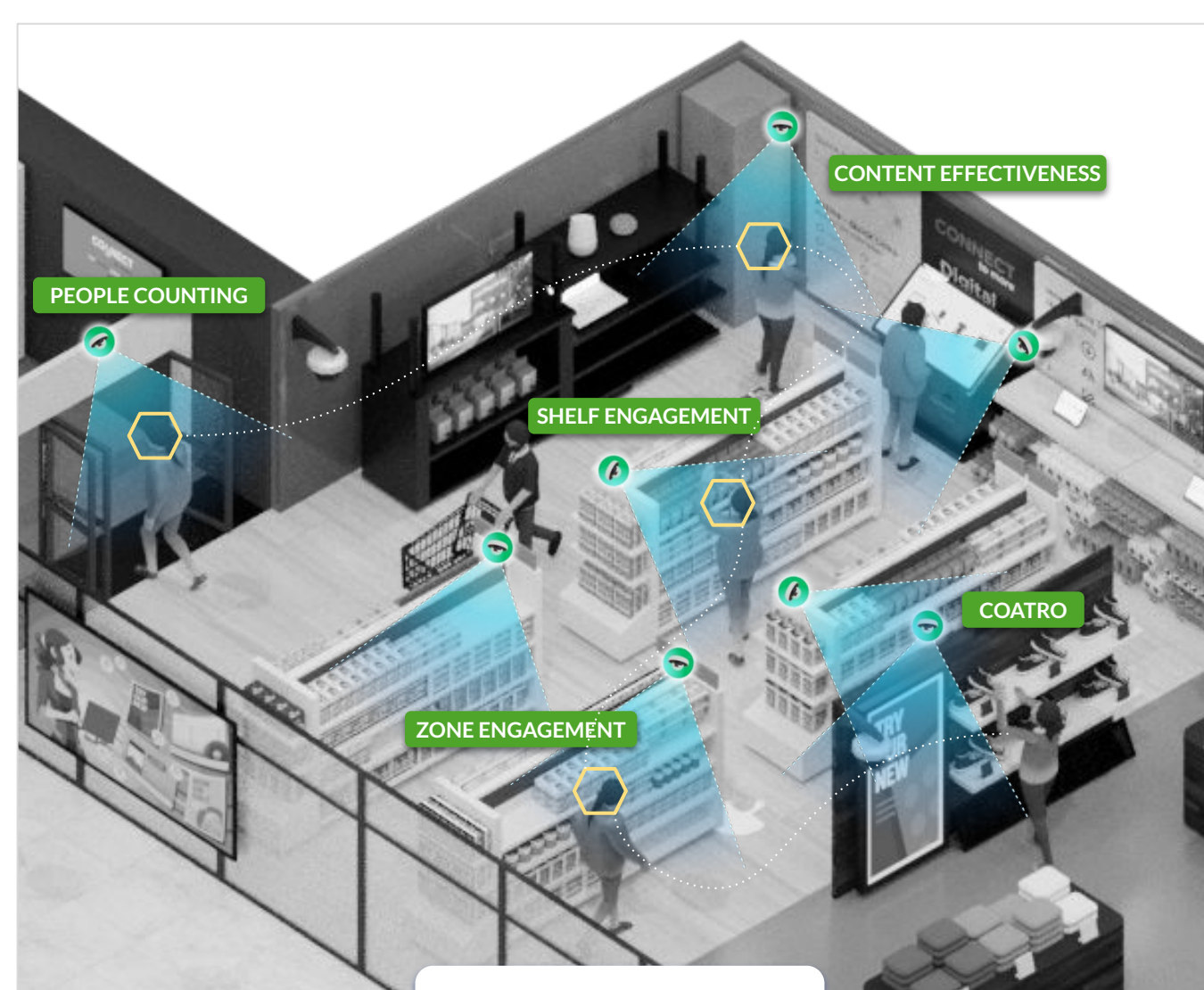
Track journeys that matter within your physical spaces.

Powerful AI at the edge lets you anonymously track unique customers and vehicles within a physical space. Capture their engagement and interactions at each touch point, anticipate potential purchasing decisions, and predict their location at any point of their retail journey with **Viana™ a meldCX product**.



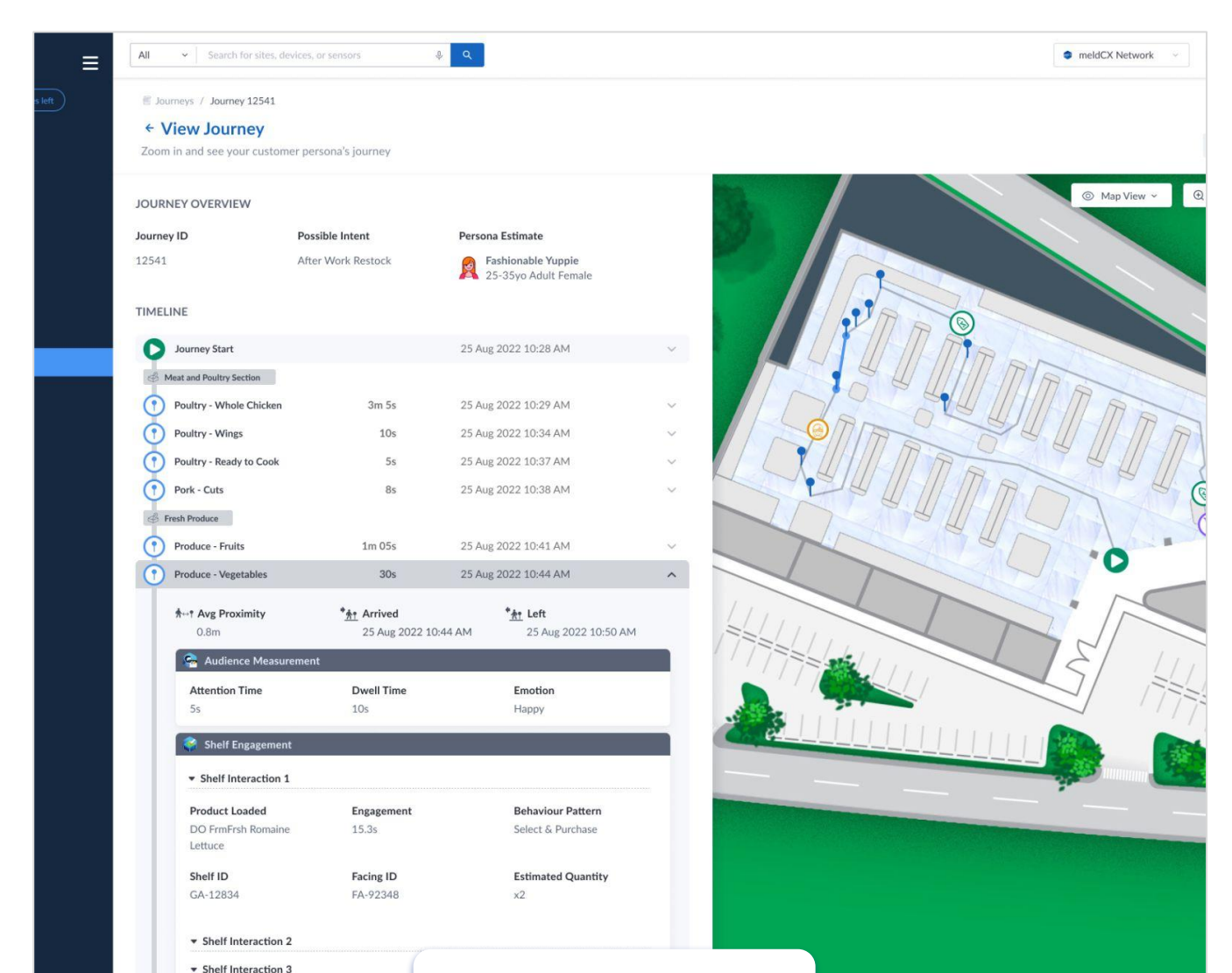
SPOT

Viana turns each customer into an anonymized Persona by combining non-identifiable data metrics such as age, gender, mood, and attention, with object detection such as clothes or accessories worn.



TRACK

Multiple cameras placed around the store track each Persona and their activity, such as how long they interact with an item, dwell time within a specific area, or if they walk away with any purchases.



STITCH

Viana stitches multiple camera feeds together, creating a digital customer journey map, accessible anytime, anywhere, on your Viana dashboard.

Viana powers real-time insights anytime, anywhere — at the cloud or on any device*



Our advanced vision AI captures real world data based on preset parameters, and uses edge inferencing for faster data processing.



High-powered servers host our secure data warehouse and harness the latest cloud computing technology to produce accurate real-time reports.



Automated data analysis and visualisation create insights and actionable data stories for business leaders, managers and staff.



* Required specifications: Intel Core i78th gen processor or higher, 16GB RAM, 128GB SSD or higher, Intel HD/UHD/Iris graphics

Get rich data at every touch point



LITE

People Counting & Zone Engagement

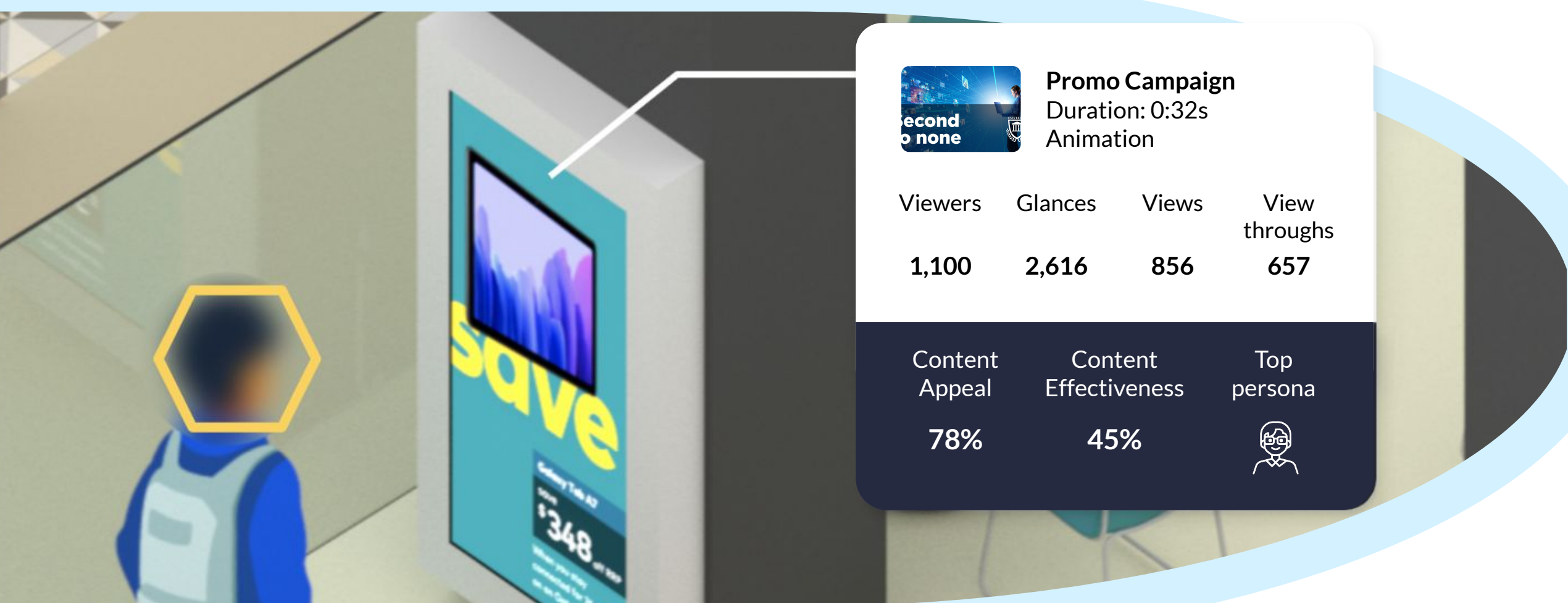
Measure human activity in specific zones to know how people move and engage. Anonymously gather demographics data, and track footfall traffic and peak hours, to properly manage zones.



STANDARD

Vehicle Analytics

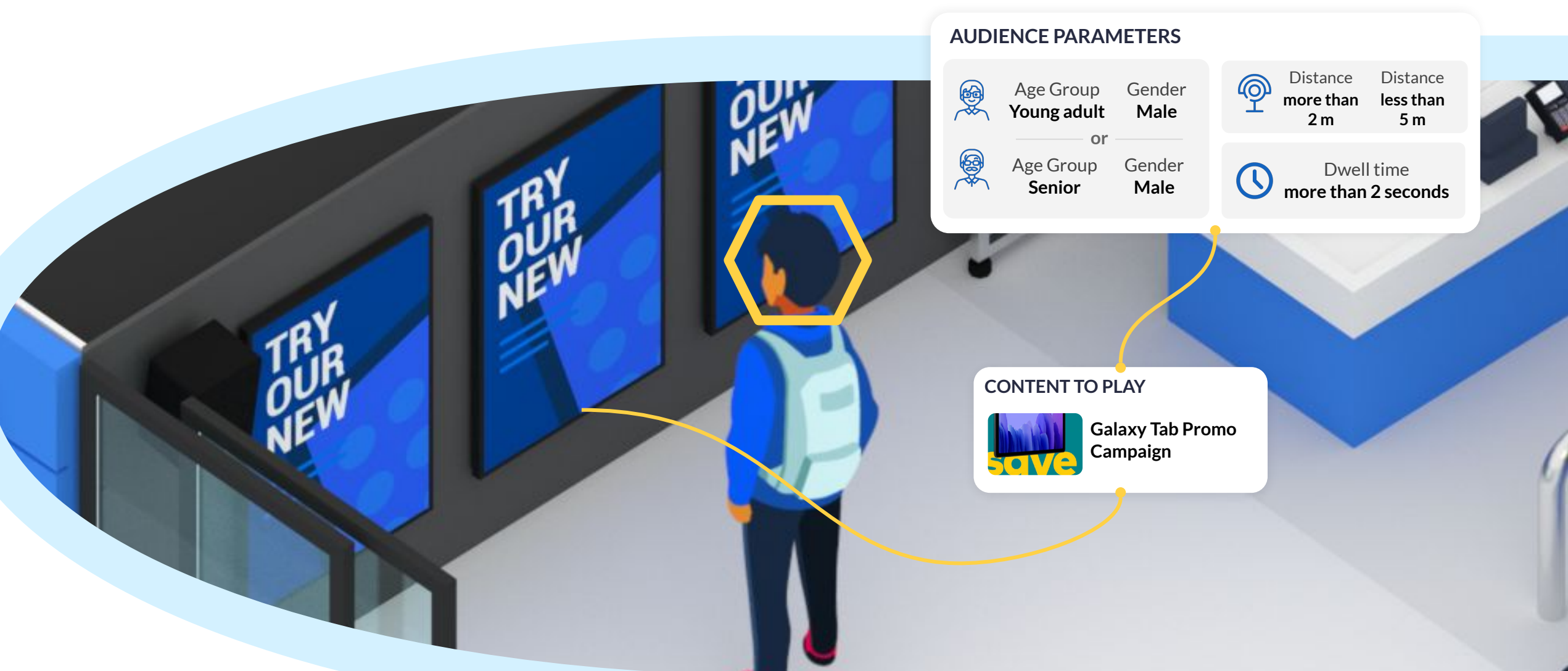
Viana’s high-speed computer vision capability detects large moving objects roads/driveways and capture vehicle metrics including, direction, vehicle colour and type to understand patterns and optimise vehicle flow.



STANDARD

Content Effectiveness

Track “eyeball to content” of your signage campaigns by combining audience data and proof of play, so you can gather insights on how audiences interact with your content.



PREMIUM

Content at the Right Opportunity

Viana’s content triggering feature enables integration with content platforms, where “rules” can be set to trigger content on screens based on the attributes of people present within the field of view.



PREMIUM

Shelf Engagement

Measure customer behaviour at the shelf to gain insights about product interest, allowing you to discover which product categories are most popular to optimise stocking and visual merchandising.

Plug-and-play AI that you can build on.

LITE+

STANDARD

PREMIUM

ENTERPRISE

- ✓ Customer Journeys
- ✓ Vehicle Journeys

LITE

- ✓ Basic People Counting
- ✓ Basic Zone Engagement
- ✓ Basic Vehicle Counting

- ✓ Anonymous Audience Measurement
- ✓ Content Effectiveness
- ✓ Traffic Measurement
- ✓ License Plate Recognition**
- ✓ People Counting
- ✓ Zone Engagement

Viana Lite and Lite +* does not require an edge device.
*Lite runs on Cisco Meraki cameras.
*Lite+ runs on Cisco Meraki Gen 3 cameras.
*End-of-day reporting only.

- ✓ Shelf Engagement
- ✓ Surface Tracking (SAMiE)
- ✓ Content at the Right Opportunity

+ all Viana Standard modules

**Available upon request. All license plates are masked by default.

- ✓ Synthetic Data Creation
- ✓ Machine Learning Model Training
- ✓ Bring-your-own AI Module

+ all Viana Standard & Premium modules

Request a demo/
free trial:
meldcx.com/get-started/

Get in touch with us!
sales@meldcx.com

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