



# FieldAnalyst for Signage Ver.4.0 Operations Guide

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## 1 Introduction

FieldAnalyst (Gender & Age Auto-Estimation System) is a system that automatically detects human faces from images captured by video cameras, estimates the gender, age, distance between viewers and advertisement, watching time and length of stay, and exports the results digitally in real-time.

This product consists of the following software and manuals:

Software:

FA Estimation Software

Manual:

FieldAnalyst Installation Guide

FieldAnalyst Operations Guide

This guide (FieldAnalyst Operations Guide) provides information on operational procedures and on initial settings of estimation software after FieldAnalyst is installed on a computer.

For details, refer to 3 Steps for Using FieldAnalyst in this guide.

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Product names mentioned in this guide are trademarks or registered trademarks of respective company. FieldAnalyst uses OpenCV developed by Intel Corporation. Regarding the terms of use and other conditions, refer to "IntelLicenseAgreement.txt" included in the installation media.

About handling of personal information:

In FieldAnalyst, once the estimation has been performed for gender, age, distance between the person and advertisement, watching time, length of stay, the images are immediately deleted. Until and unless these images are saved separately, FieldAnalyst shall be considered as it does not cause any violation of privacy rights and portrait rights. In addition, FieldAnalyst shall be considered as it does not acquire any personal information.

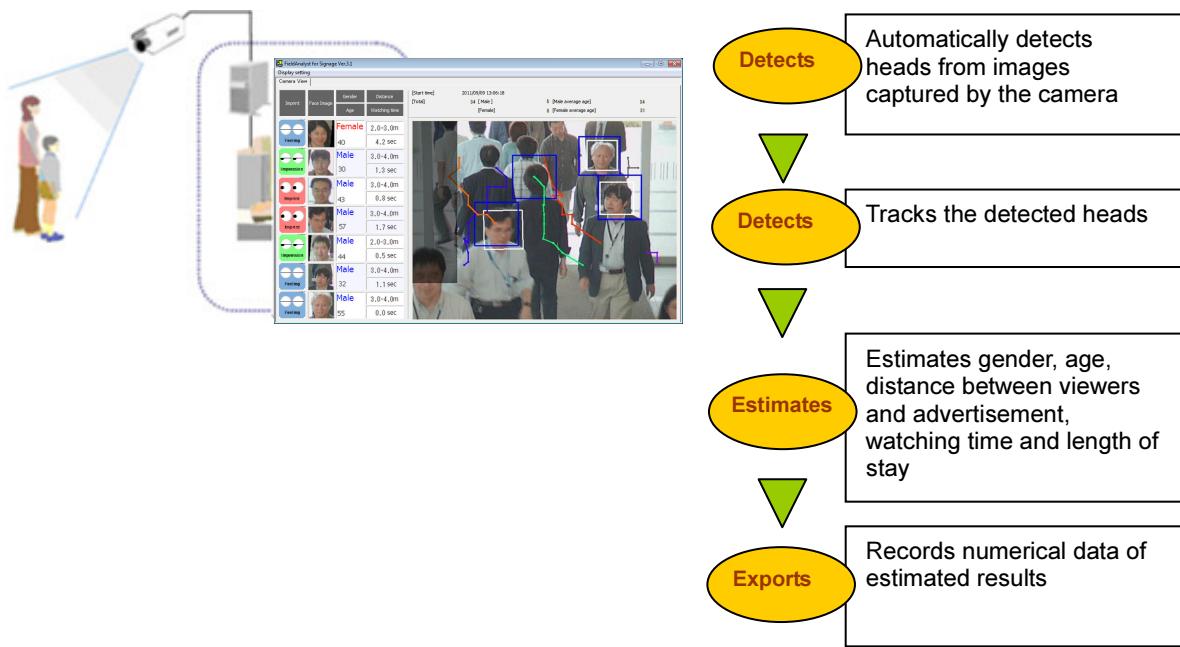
However, the images captured by cameras at the customer's end can be saved in a VTR or PC. In such cases, for example, legal treatment is supposed to be applied and it is necessary to fulfill duties of entities handling personal information so as to protect the personal information, and protect the privacy rights and portrait rights of the persons whose images are captured.

In case you want to save the captured images in a VTR or PC, please handle them carefully after conducting adequate investigation on measures required by laws, regulations, etc.

## 2 About FieldAnalyst

### 2.1 Overview

FieldAnalyst (Gender & Age Auto-Estimation System) is a system that automatically detects human faces from images captured by video cameras, and estimates the gender, age, distance between viewers and advertisement, watching time and length of stay, and exports the results digitally in real-time.



### 2.2 Key Features

The key features of FieldAnalyst are as follows.

- Capable of acquiring data 24/7, 365 days a year

The data can be acquired 24/7, 365 days a year and the logs can be analyzed and displayed with an external tool.

- Analyzing attributes from images in real-time and automatically aggregate the results

FieldAnalyst instantly estimates gender/age of persons passed in front of cameras, how much they paid attention to the advertisement and aggregates the results.

- Providing consistent criteria of the system estimation

FieldAnalyst is capable of continuous estimation by consistent and objective criteria, which cannot be achieved by counting with human efforts.

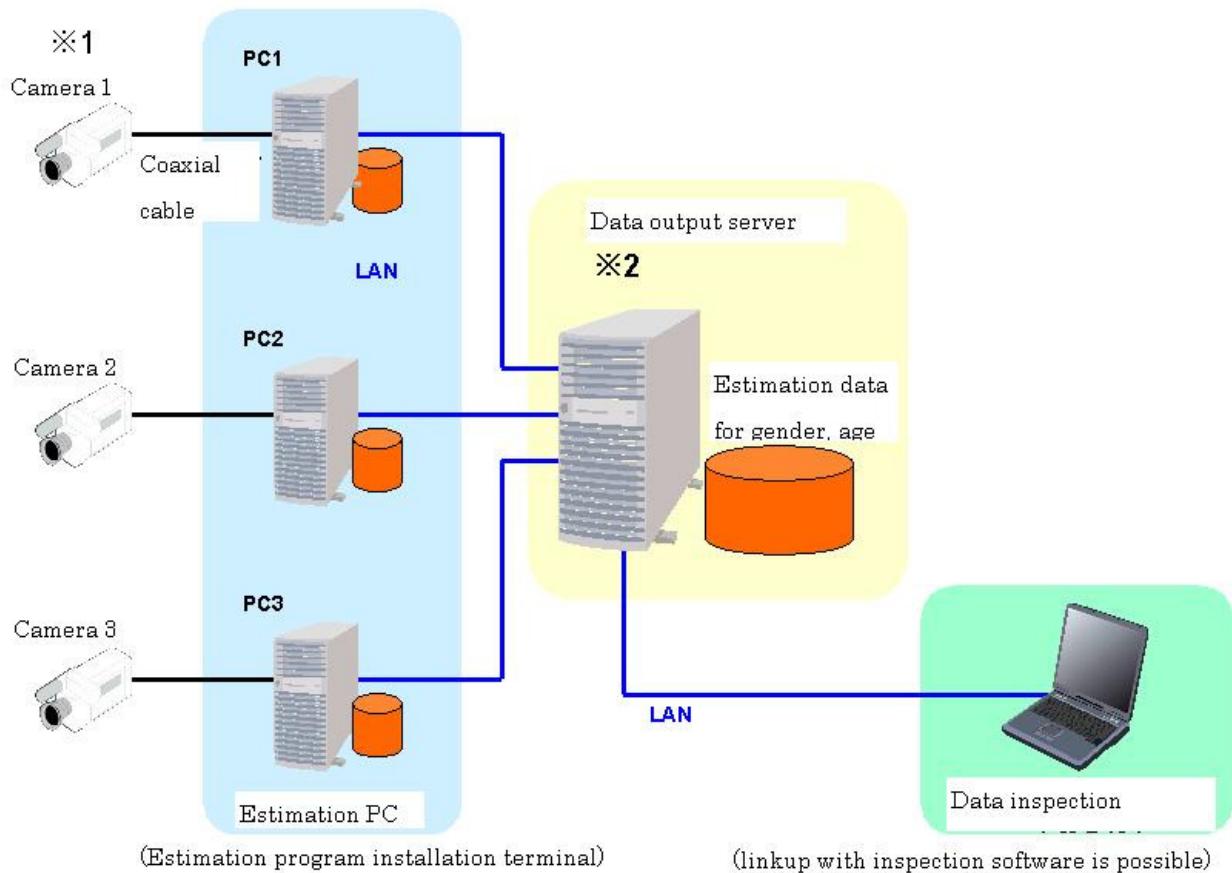
- Capable of simultaneously conducting research at multiple sites

If FieldAnalyst is installed in the facilities, the data acquired from the multiple facilities within the country can be compared with each other at the same day and time.

## 2.3 Configuration

FieldAnalyst operates in the following configuration.

System Configuration Example



- \* 1. When installing multiple cameras, the same number of video capture cards, FieldAnalyst and estimation PCs as the number of installed cameras is required.
- \* 2. The data export server can be substituted by any of the estimation PCs. In such a case, however, the processing speed may be affected. Therefore, it is recommended to set up the data export server separately.

### 3 Steps for Using FieldAnalyst

In preparation for using FieldAnalyst, follow the steps below.

Refer to the relevant guides to set up the system properly.

#### FieldAnalyst Installation Guide

(1) Install FieldAnalyst



#### FieldAnalyst Operations Guide

(2) Configure the FA Estimation Software

• 4.4 Configuring the Parameters

Start operations

FieldAnalyst starts estimating the age, gender, distance  
between the viewer and advertisement, watching time and  
length of stay

## 4 Steps for Operating FieldAnalyst

### 4.1 Starting FieldAnalyst

**NOTE:** Make sure that FieldAnalyst is successfully installed. For the information on installation, refer to the "FieldAnalyst Installation Guide."

**NOTE:** To use images captured by video cameras, make sure that they can be imported into the computer. Set up the cameras to allow the captured images to be processed by FieldAnalyst.

**NOTE:** Make sure that the standby mode of the computer on which FieldAnalyst is installed is off.

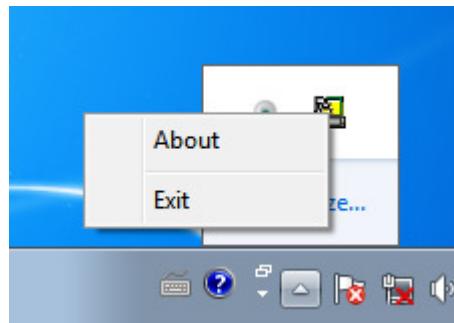
To start FieldAnalyst, select [All Programs] → [FieldAnalyst] → [FA Estimation Software].

When FieldAnalyst starts, FieldAnalyst icon (  ) appears in the notification area.

### 4.2 Operating FieldAnalyst

FieldAnalyst resides on the taskbar while in operation.

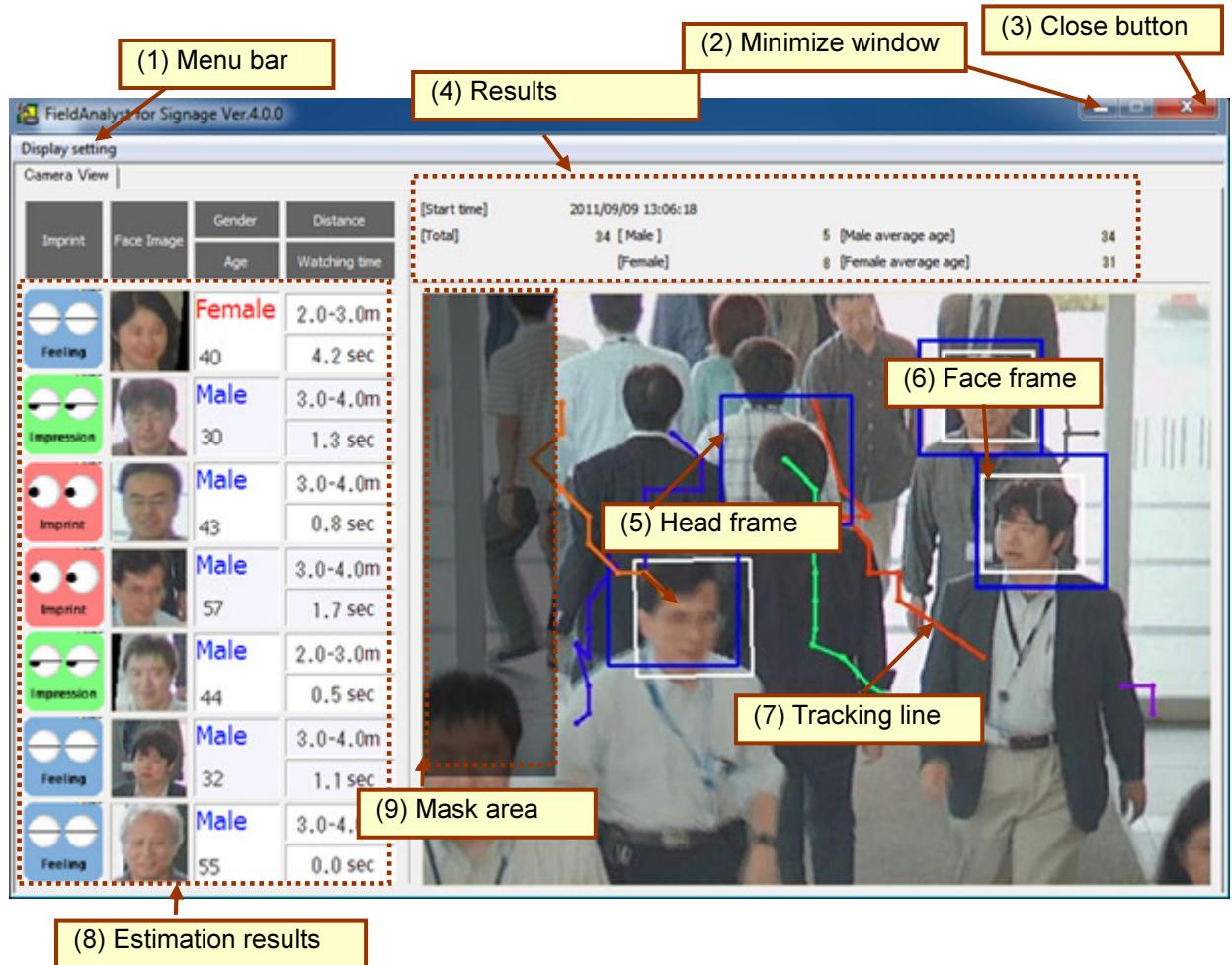
Left-click the FieldAnalyst icon in the notification area to open the menu.



| Menu item | Description                                 |
|-----------|---|
| About     | Displays the program's version information. |
| Exit      | Exits FieldAnalyst.                         |

### 4.3 Operation Check Window

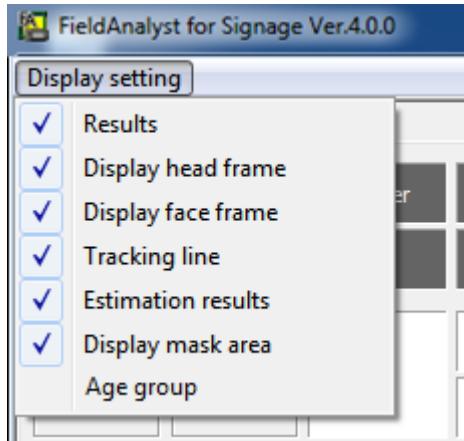
In the "operation check window," you can confirm the operating status by displaying the image being processed by Field Analyst. To open the operation check window, select [All Programs] → [FieldAnalyst] → [FA Result Viewer].



### 4.3.1 Descriptions on the Menu Items

#### (1) Menu bar

The [Display setting] menu exists on the menu bar. Details on each menu item are as follows.



| Menu item       |                    | Description   |
|-----------------|--------------------|---|
| Display setting | Results            | Displays information on the accumulated total number of persons detected and those for which gender/age estimation was performed (by gender), and average age. …(4) |
|                 | Display head frame | Surrounds the detected heads with frames. …(5)  |
|                 | Display face frame | Surrounds the detected faces with frames. …(6)  |
|                 | Tracking line      | Displays tracking line of heads. …(7)   |
|                 | Estimation results | Displays detailed information of each estimation result. …(8)   |
|                 | Display mask area  | Displays the masked area in translucent. …(9)   |
|                 | Age group          | Displays the age group.   |

#### (2) Minimizing window

This button is to minimize the operation check window. Note that it does not terminate Field Analyst.

#### (3) Close button

This button is to close the operation check window. Note that it does not terminate Field Analyst.

#### (4) Results

When [Display setting] – [Results] is selected on the menu bar, information on the accumulated total number of persons detected and those for which gender/age estimation was performed (by gender), and average age is displayed.

#### (5) Display head frame

When [Display setting] – [Display head frame] is selected on the menu bar, the detected heads are surrounded by frames.

#### (6) Display face frame

When [Display setting] – [Display face frame] is selected on the menu bar, the successfully detected faces are surrounded by frames.

#### (7) Tracking line

When [Display setting] – [Tracking line] is selected on the menu bar, the results of tracking the detected heads are displayed in lines.

#### (8) Estimation results

When [Display setting] – [Estimation results] is selected on the menu bar, the detailed information on the estimation results is displayed.

The information on the estimated face images, gender, age and watching time can be displayed for 7 persons at maximum.

#### (9) Display mask area

When [Display setting] – [Display mask area] is selected on the menu bar, the mask range is displayed in translucent.

If not selected, the mask area is not displayed.

\* To enable the mask image setting, a created mask image needs to be specified by using the parameter.

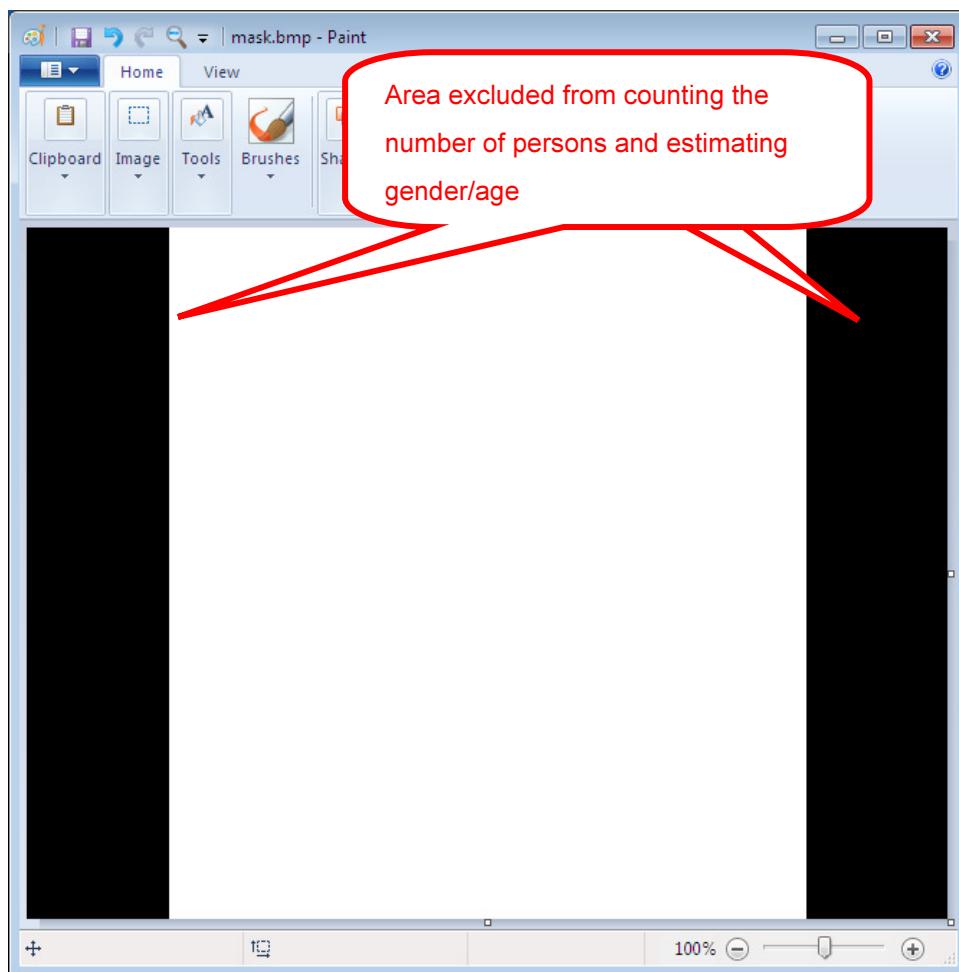
\* Details of mask.bmp

  - Size: Adjust to the resolution of the processed image.

  - File type: 256-color bitmap

  - Paint in black for the area where you want to exclude from counting the number of persons and estimating gender/age.

Ex.) mask.bmp

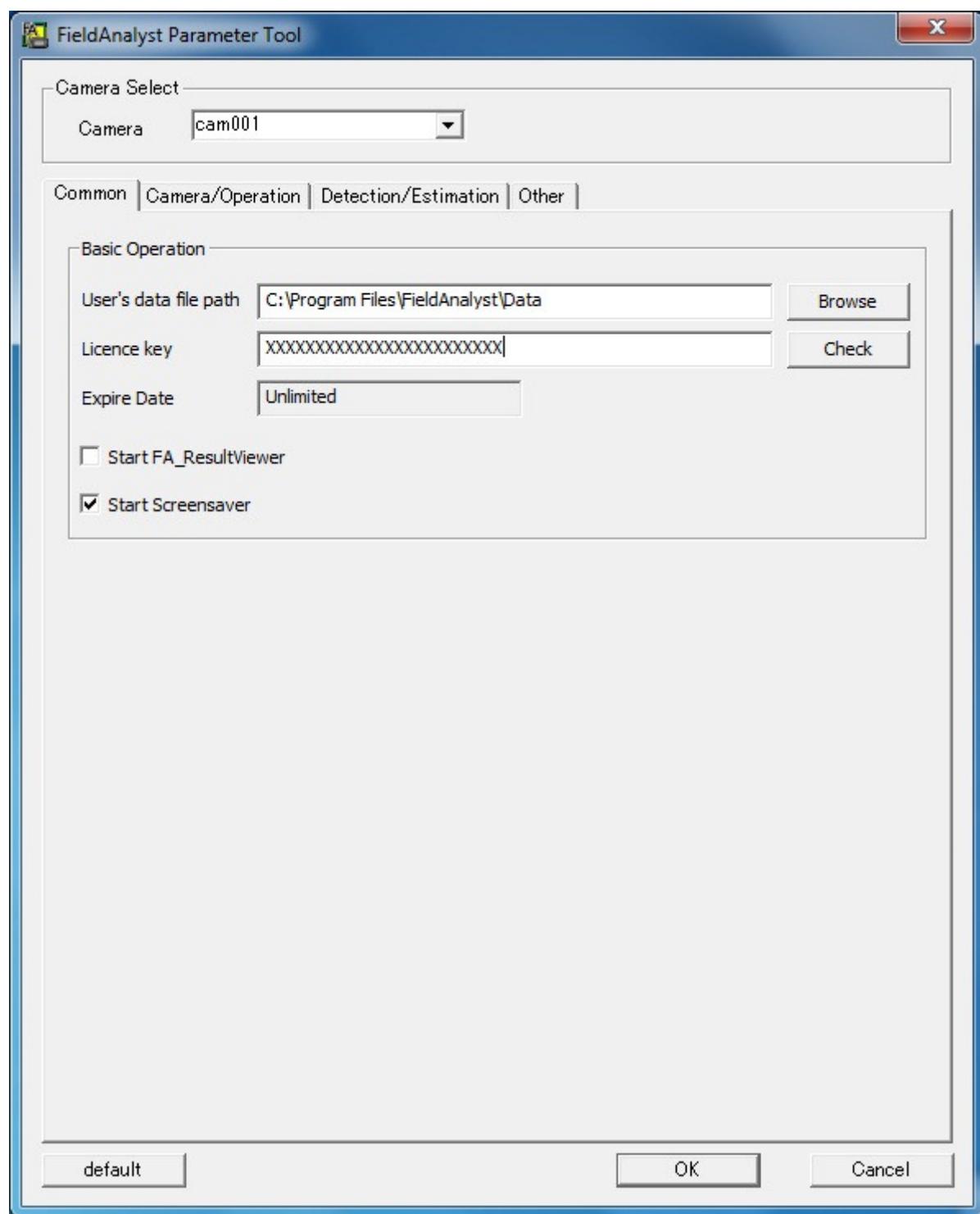


#### 4.4 Configuring the Parameters

The parameters can be configured after starting FA ParamEditor.

To start FA ParamEditor, select [All Programs] → [FieldAnalyst] → [FA ParamEditor].

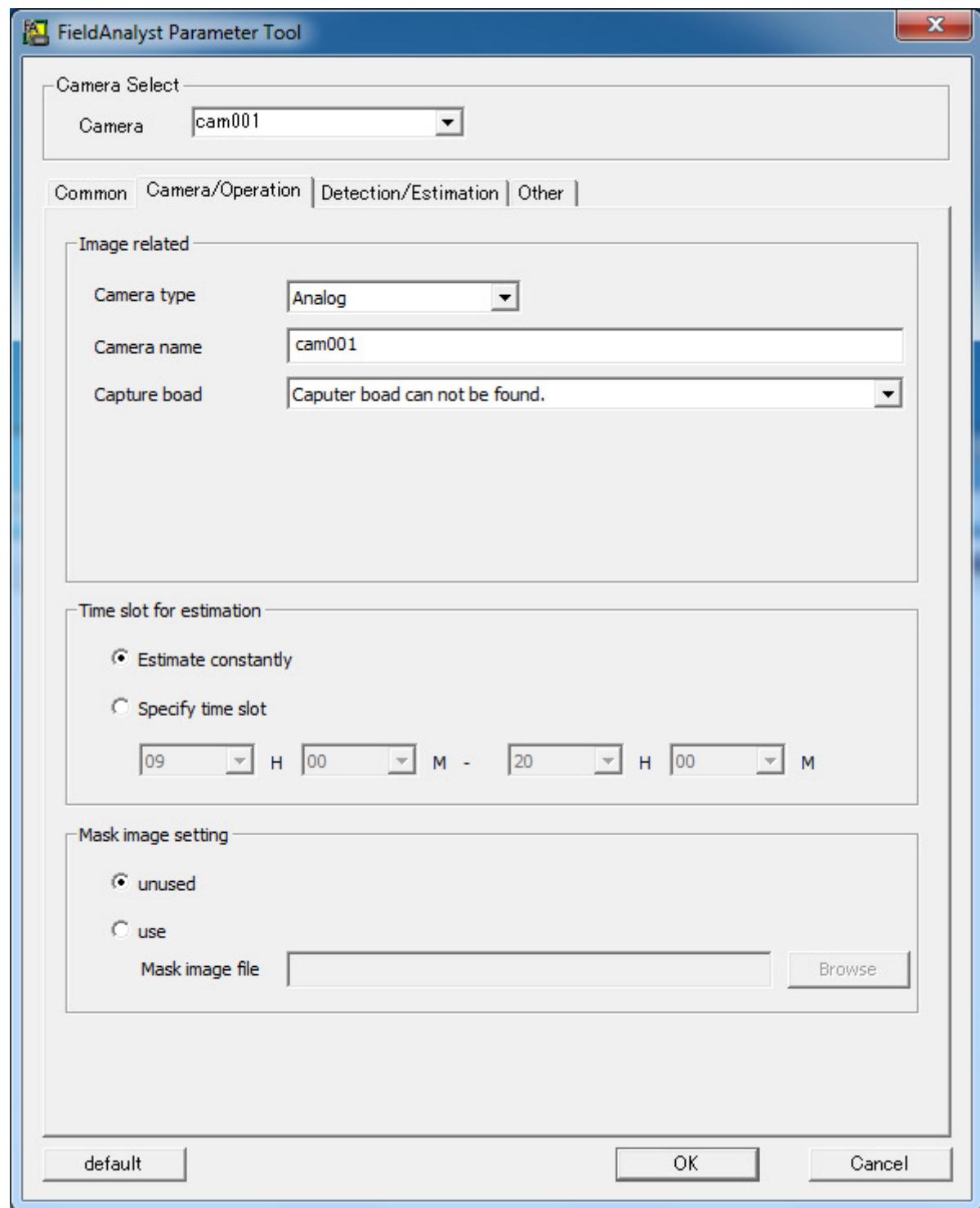
#### 4.4.1 Common



In the [Common] settings, configure the following items. (General settings for all cameras)

| Item                  | Description  |
|-----------------------|--|
| Camera                | Select a camera for which to configure the parameter settings.   |
| User's data file path | <p>Specify the path to the export destination.</p> <p>* To specify a folder on the network, make sure that write permissions are granted for the folder.</p> |
| License key           | <p>License key entered during the installation process is displayed.</p> <p>To update the license, overwrite this item.</p>                                  |
| Expire Date           | <p>Expiration date of the license key is displayed.</p> <p>Clicking the [Check] button updates it to the latest information.</p>                             |
| Start FA_ResultViewer | Selecting this check box automatically opens the operation check window when starting FieldAnalyst.  |
| Start Screensaver     | Selecting this check box automatically starts the screensaver when starting FieldAnalyst.  |
| default button        | Clicking this button reverts the parameters to the default values.   |
| OK button             | Clicking this button reflects the displayed parameters to the parameter file and closes the FieldAnalyst Parameter Tool.                                     |
| Cancel button         | Clicking this button closes the FieldAnalyst Parameter Tool without reflecting the displayed parameters to the parameter file.                               |

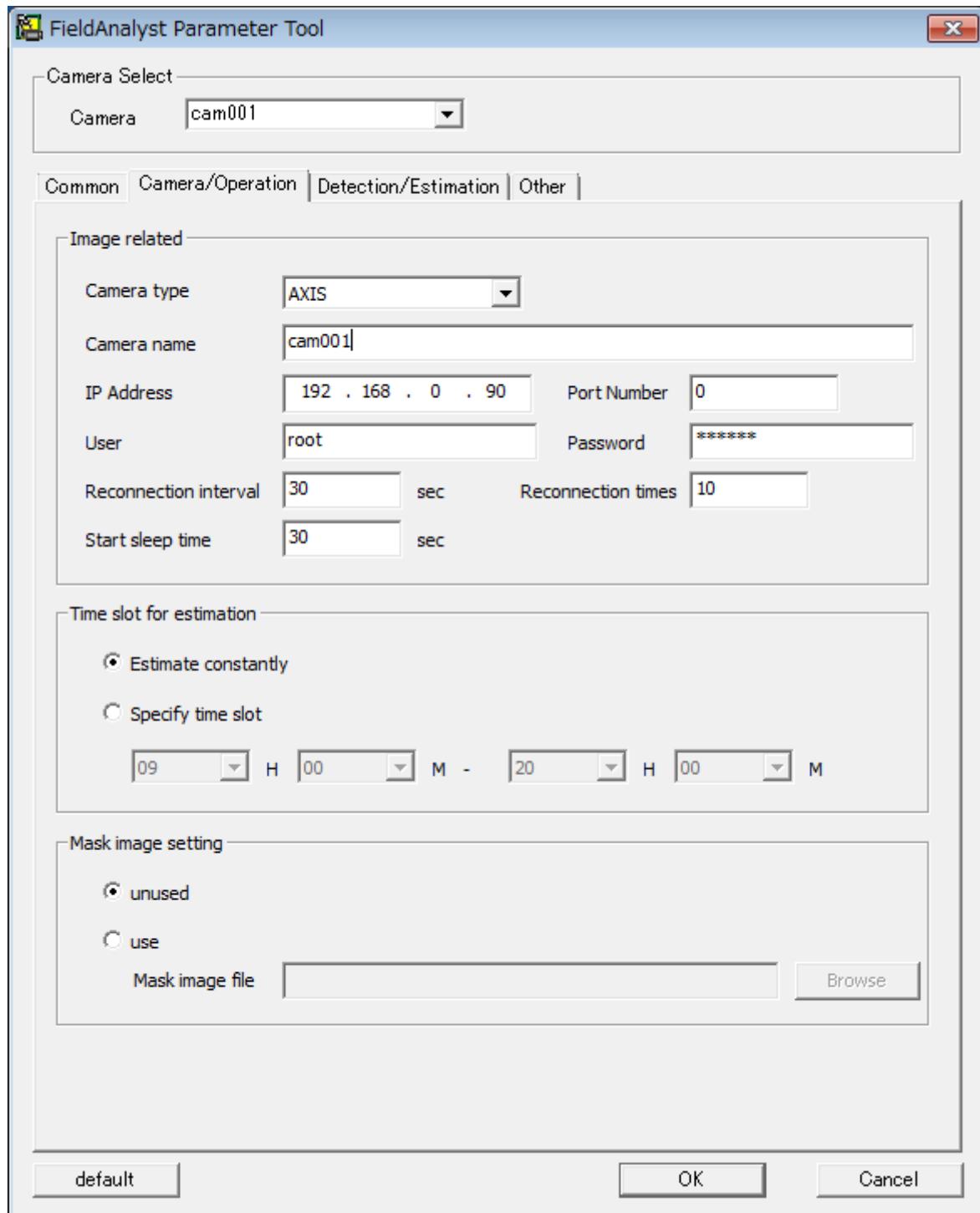
#### 4.4.2 Camera/Operation (for Analog Camera)



In the [Camera/Operation] settings, configure the following items.

| Item                     | Description   |
|--------------------------|---|
| Camera type              | Select the type of the camera to be used.   |
| Camera name              | Specify the name to identify the camera.  |
| Capture board            | Select the capture board to be used.  |
| Time slot for estimation | <p>Specify the time slot for processing.</p> <p>To limit the time slot for processing, configure the setting as follows.</p> <p>Select the [Specify time slot] radio button.</p> <p>Select the start time and end time.</p> |
| Mask image setting       | To exclude an area from being processed, specify a mask image.  |

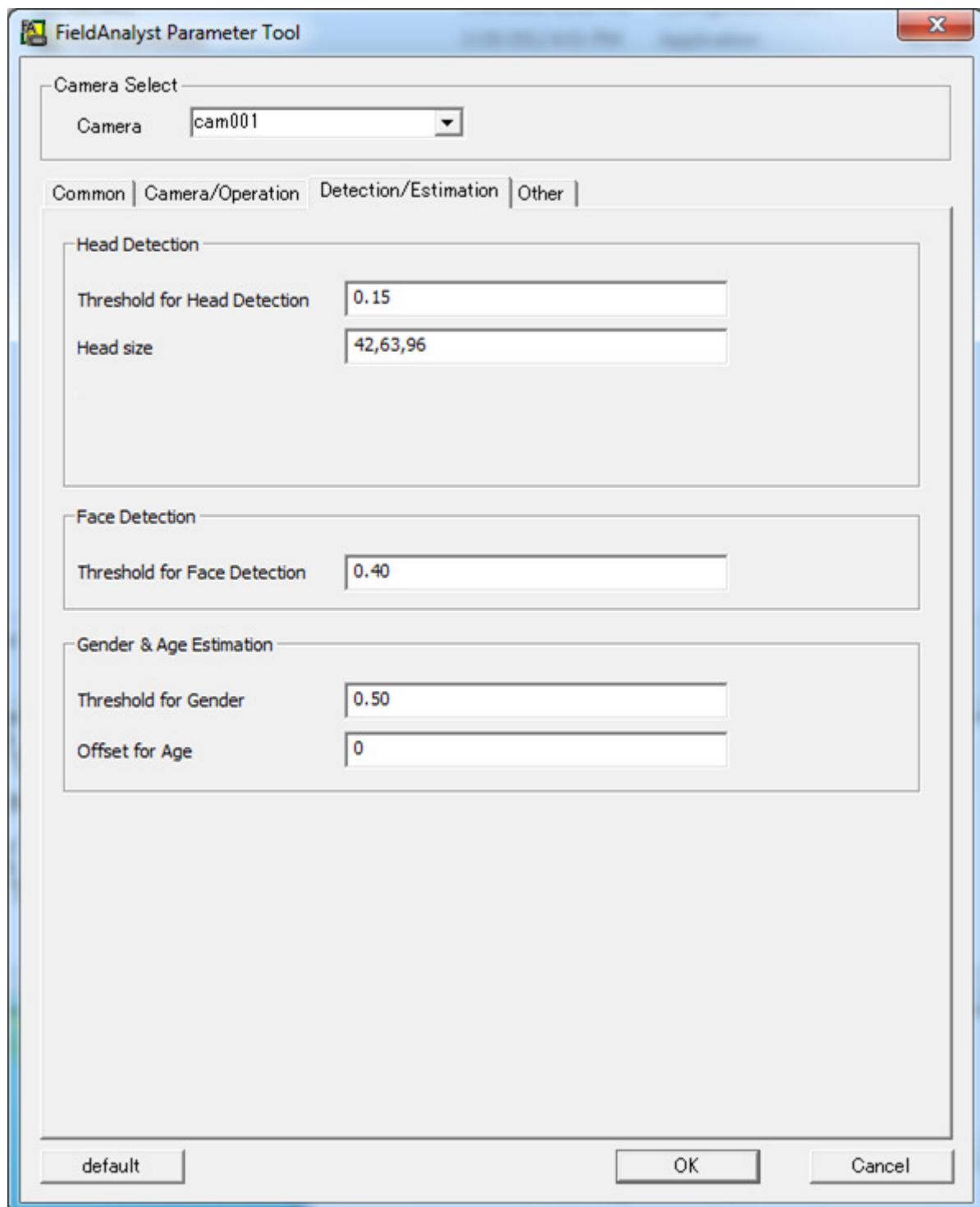
#### 4.4.3 Camera/Operation (for IP Camera)



In the [Camera/Operation] settings, configure the following items.

| Item                  | Description  |
|-----------------------|--|
| IP Address            | Specify the IP address for connecting to the IP camera.  |
| Port Number           | Specify the port number for connecting to the IP camera.   |
| User                  | Specify the user name for connecting to the IP camera.   |
| Password              | Specify the password for connecting to the IP camera.  |
| Reconnection interval | Specify the interval between reconnection attempts that are made if an error occurs in the IP camera and the connection with the IP camera is disconnected.<br>The reconnection process is executed at the specified intervals (second). |
| Reconnection times    | Specify the number of times the reconnection attempt is made if an error occurs in the IP camera and the connection with the IP camera is disconnected.<br>The reconnection process is executed the number of times specified.           |
| Start sleep time      | Specify the duration of time the sleep mode is applied when starting FieldAnalyst for the first time. FieldAnalyst starts after running the process for the specified time (second).   |

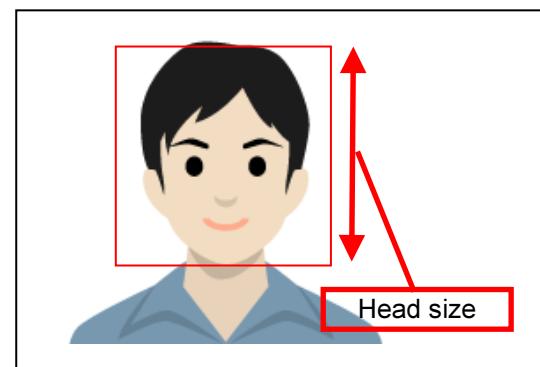
#### 4.4.4 Detection/Estimation



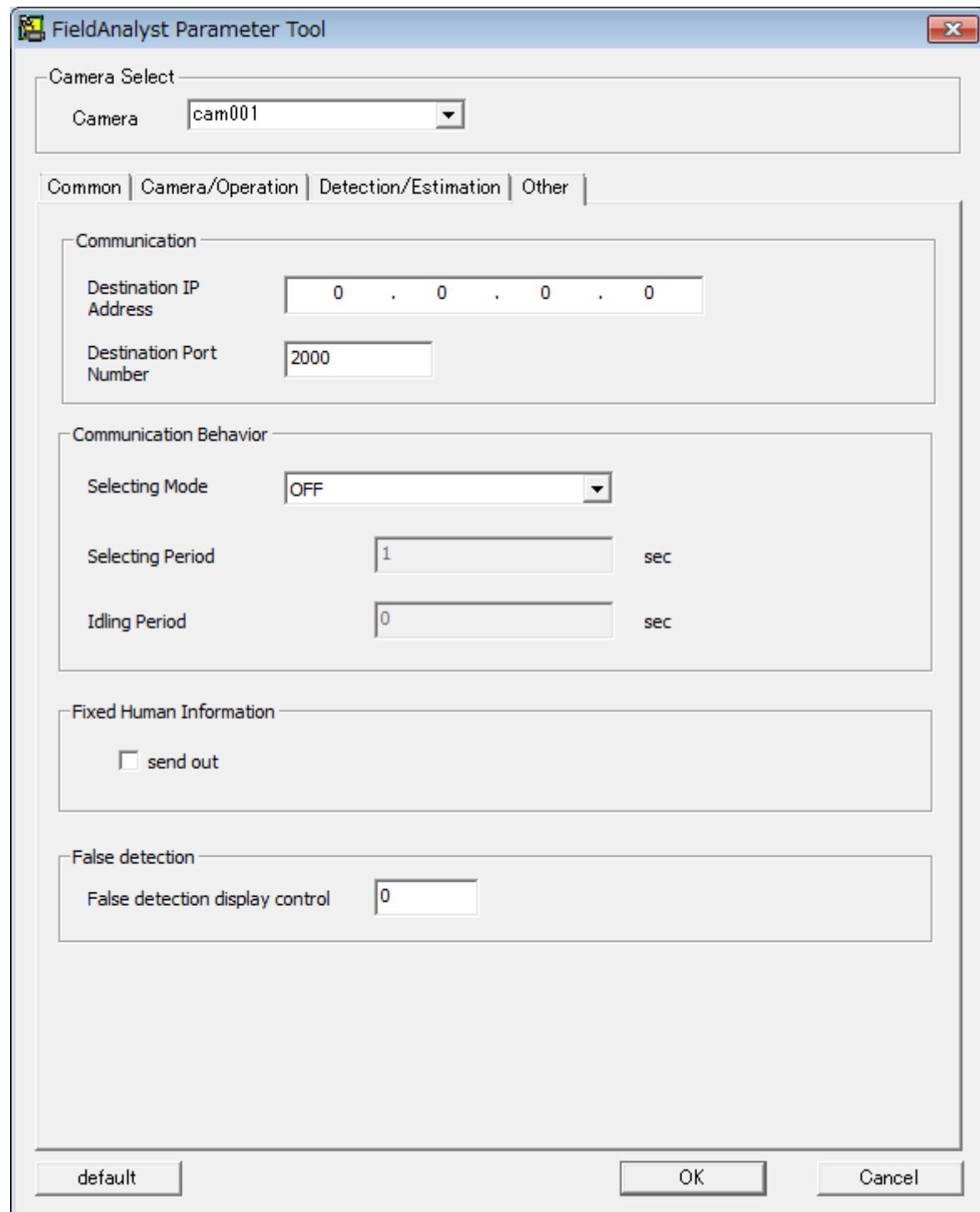
In the Detect/Estimation settings, configure the following items.

| Item                         | Description   |
|------------------------------|---|
| Threshold for Head Detection | Threshold for head detection. Heads can be detected with a value higher than this value.<br>Default: 0.15 *Available range: 0.0 ~ 1.0   |
| Head size                    | Specify the size of heads you want to detect. Multiple values can be specified by separating them with a comma (,).<br>The higher the value, persons in a more distant place can be detected.*1<br>Default: 42,63,96 *Available range: 25 ~ 250 |
| Threshold for Face Detection | Threshold for face detection. Faces can be detected with a value higher than this value.<br>Default: 0.40 *Available range: 0.0 ~ 1.0   |
| Threshold for Gender         | If the value is higher than that specified, the person is judged as a male.<br>If the value is lower than that specified, the person is judged as a female.<br>Default: 0.5 *Available range: 0.0 ~ 1.0   |
| Offset for Age               | If [-10] is specified, 10 (years) will be subtracted from the estimated age. If [10] is specified, 10 (years) will be added to the estimated age.   |

\*1 Refer to the figure to the right to configure the head size you want to detect. Note that the operations become slower if you add the head size setting value. Adjust the number of values added according to the specifications of the PC.



#### 4.4.5 Other



In the [Other] settings, configure the following items.

The communication for the [Communication Behavior] setting and for the [Fixed Human Information] setting can be configured (selected/unselected) respectively.

| Item                            | Description   |
|---------------------------------|---|
| Destination IP Address          | Specify the server side IP address.   |
| Destination Port Number         | Specify the server side port number.  |
| Selecting Mode                  | <p>Select whether or not to send the detection information of the person who were there within [Selecting Period].</p> <p>Function OFF: No information is sent.</p> <p>Single person mode: Information of 1 person who was there within [Selecting Period] is sent.</p> <p>All persons mode: Information of all persons who were there within [Selecting Period] is sent.</p> |
| Selecting Period                | Specify the time frame for the single person/all persons mode.  |
| Idling Period                   | Specify the idle time until the next selected period starts.  |
| Fixed Human Information         | When the [send out] check box is selected, data is sent for each person whose tracking has been completed.  |
| False detection display control | The previous human detection coordinate is compared with the target human detection coordinate, and if a person is away more than this value, a human detection frame (blue frame) is displayed in the operation check window.  |

## 4.5 Steps for Exiting FieldAnalyst

To exit FieldAnalyst, select [Exit] from the FieldAnalyst icon in the notification area.

- \* Under the normal operation, FieldAnalyst restarts by task scheduler after the specified time period even after exiting FieldAnalyst.

## 5 Troubleshooting

How do I start FieldAnalyst?

Solution: Execute FieldAnalyst by selecting [Start] → [All Programs].

How do I terminate FieldAnalyst completely?

Solution A: Disable [FA\_Monitoring1] and [FA\_Monitoring2] in Windows task scheduler.

Solution B: Select [Exit] from the FieldAnalyst icon in the notification area.

How do I perform estimation at a scheduled time?

How do I limit the estimation period?

A time slot for performing the estimation can be set in the [Time slot for estimation] setting by using the parameter.

How do I change the destination for saving data files?

The destination for saving the data can be changed in the [System data file path] setting by using the parameter.

How do I change the destination for saving files for browsing?

The destination for saving the data can be changed in the [User's data file path] setting by using the parameter.

What do I do if FieldAnalyst does not start properly?

Contact your system engineer.

## 6 Contact Information

For questions or feedback on the product, please contact the following:

