



# ID-WELCOME



BIOMETRIC SOFTWARE PRODUCT FOR DISPLAYING  
PERSONALIZED MEDIA CONTENT



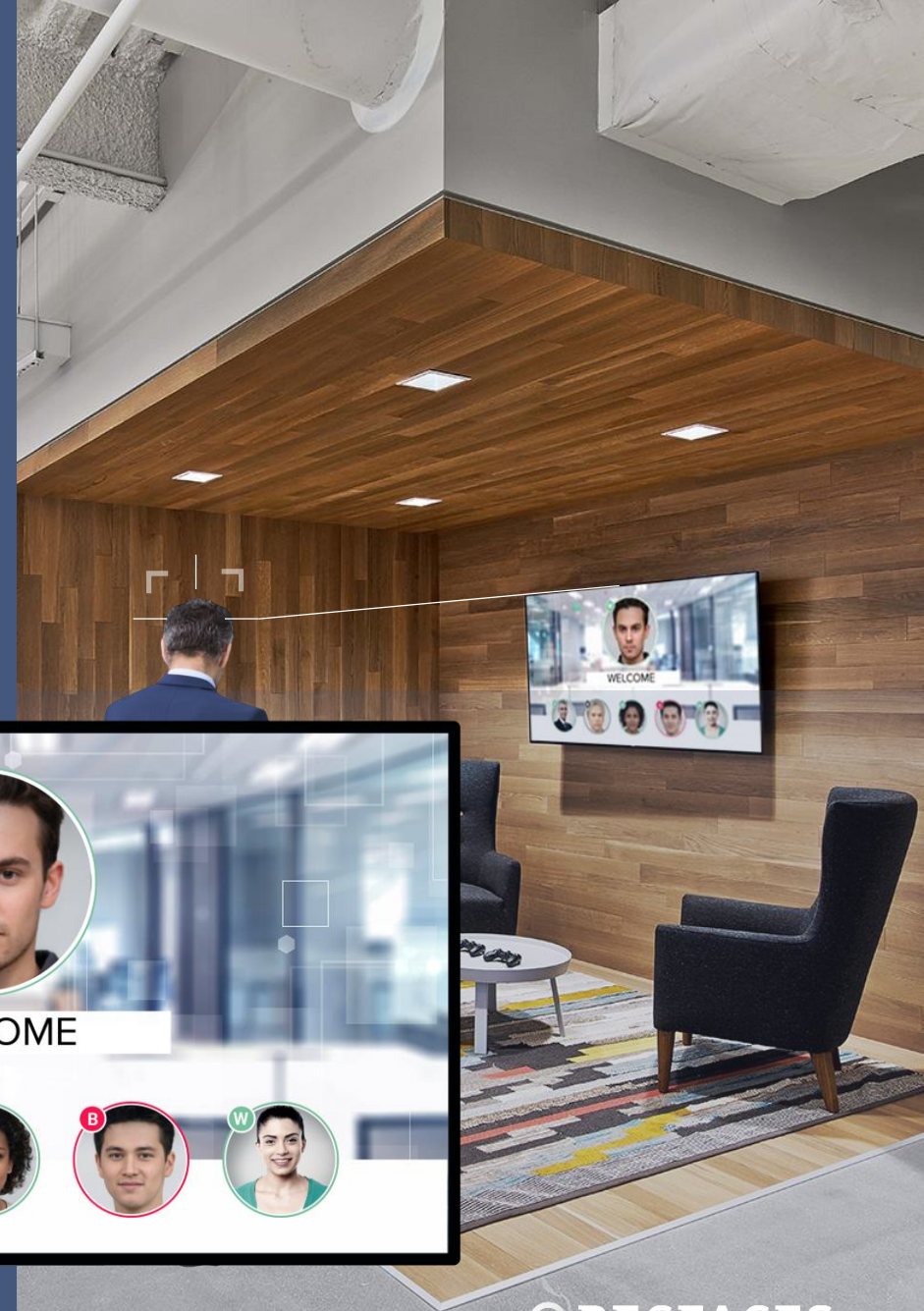
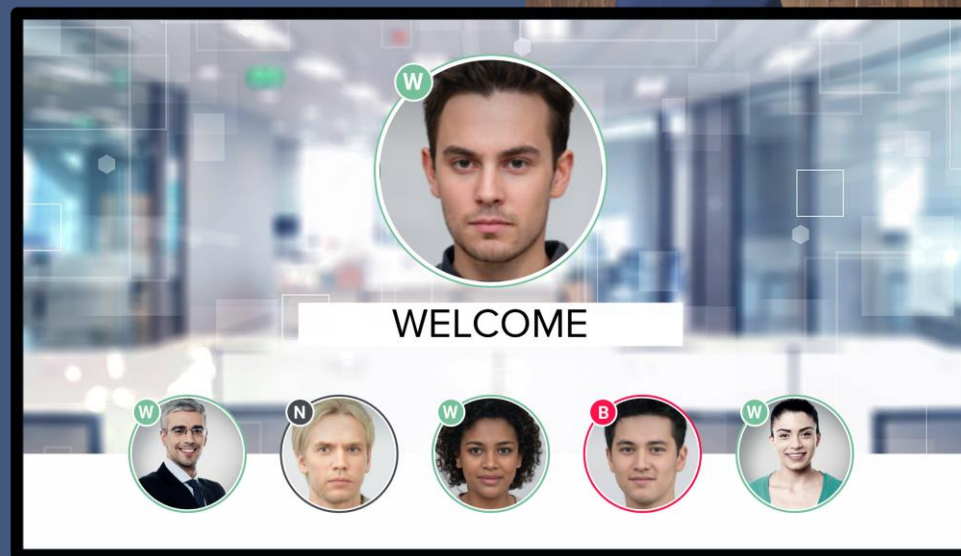
# Id-Welcome –

**Software aimed at increasing loyalty and providing hospitality by personalized automatic greeting of employees or visitors**

The solution allows you to recognize people in the right places, equipped with cameras for this purpose, and, in accordance with the established templates for each person, display personalized information, customized in the form of a designer

## Structure of the designer :

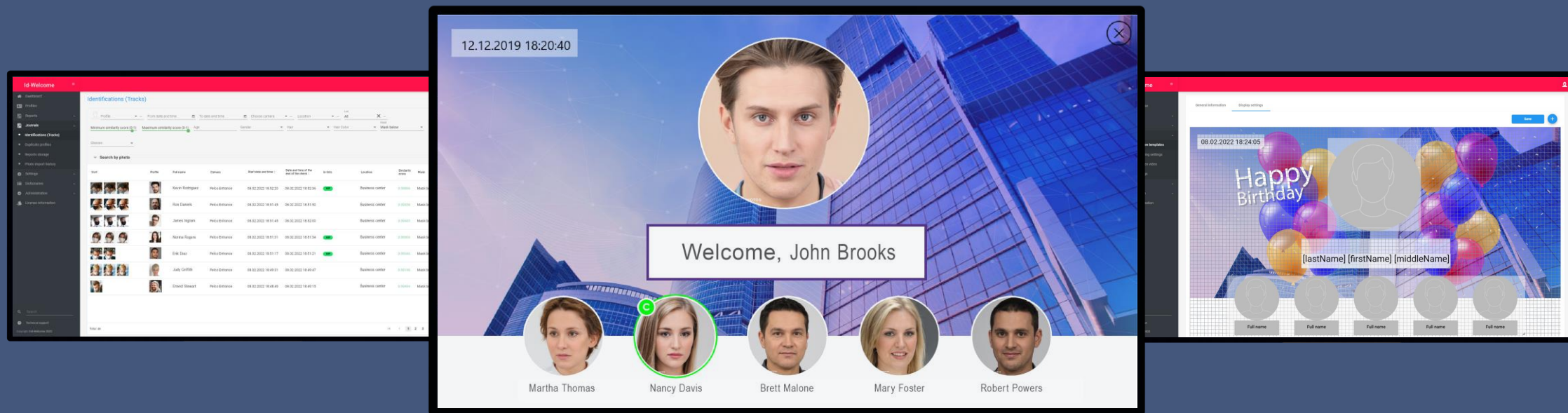
- **Display** full name and any text messages
- Use a single **background image** as a substrate
- **Embedded additional images** that allow you to display or not display a person's photo
- **Videos** linked to each person
- **Playback screens** that allow you to customize the display of necessary information through the Digital Signage system
- **Sleep Mode** lets you customize presentations, photos, or videos





# The solution's Interface

A **well-detailed interface** provides fast and convenient user access to all the functions and capabilities of the solution, from operational mode to fine-tuning technological settings, providing high efficiency of using new biometric capabilities



# Issues of our customers

**1** How do I stream **personalized content** on a Digital Signage screen to a **specific visitor**?

## Solution

The solution recognizes the right person in seconds and displays a personal greeting or personalized information on the screen, video wall or media facade



# Ideas for our partners

2 How to **attract the attention** of a visitor passing through the turnstile to the screen?

## Solution

The solution allows you to recognize a person using an IP camera and to display the desired personalized greeting on the screen located at the point where the person is most likely to see the message



# Offers to your customers

3 How do I **add an interactive** in traditional Digital Signage schemes?

## Solution

The ability to recognize the customer in the camera video stream provides great opportunities for Digital Signage owners. Make customers a part of media content with interactive scenarios and digital capabilities





# Biometrics extends the capabilities of classic Digital Signage

## BIOMETRICS

**The solution instantly recognizes** the person when approaching the Digital Signage media screen using the camera and displays an personalized greeting

**According to the scenario**, the solution will generate a personalized greeting or message for a particular person

Using a live image obtained from a video camera, the solution can make **a person a participant of a video** played on the screen

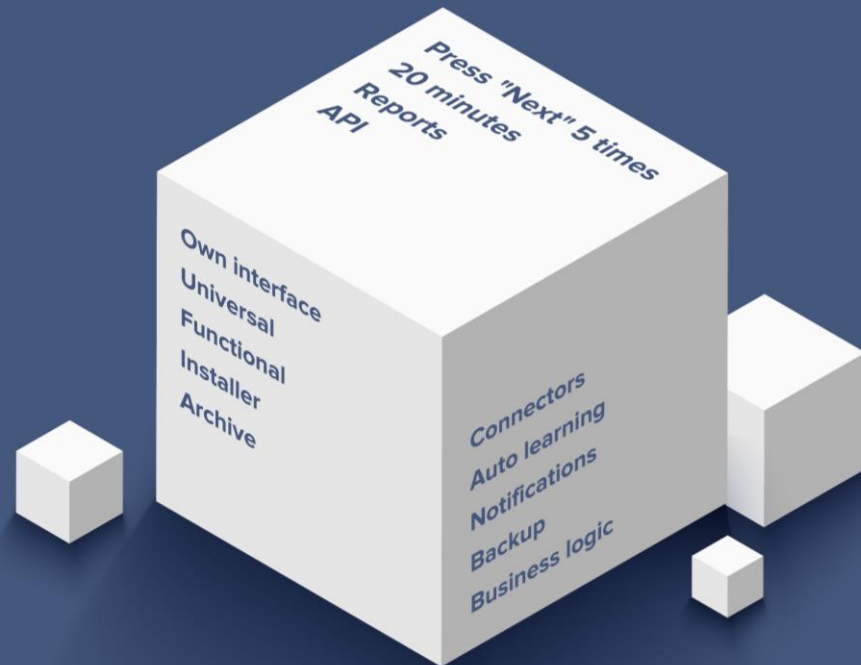
## RESULT

**Media content** played on Digital Signage systems **becomes personalized**, improves mood and increases loyalty of visitors

Personal congratulations, special greeting for VIP, and personal messages will **instantly raise the involvement level** of visitors in the company's activity

Involving the audience in creating media content using biometrics allows you **to create unique advertising messages and encourages the creation of UGC for SMM**

# What does a user of Id-Welcome get?



01

**20 MIN** takes the installation process of the Id-Welcome solution

02

**EASY connection** to Digital Signage systems and media players

03

**FLEXIBLE personalization of media messages** on Digital Signage screens

04

**CUSTOMIZABLE** prioritizing of greetings for delegations

05

**READY-MADE** greeting templates and a convenient designer to create them

06

**WELL-ORGANIZED** release policy and support system



# Events, exhibitions, conferences

When holding exhibitions, conferences and other events, the solution will recognize each guest and show on the appropriate screens an personalized greeting and content associated with the guest to increase loyalty and the level of technological effectiveness of the events



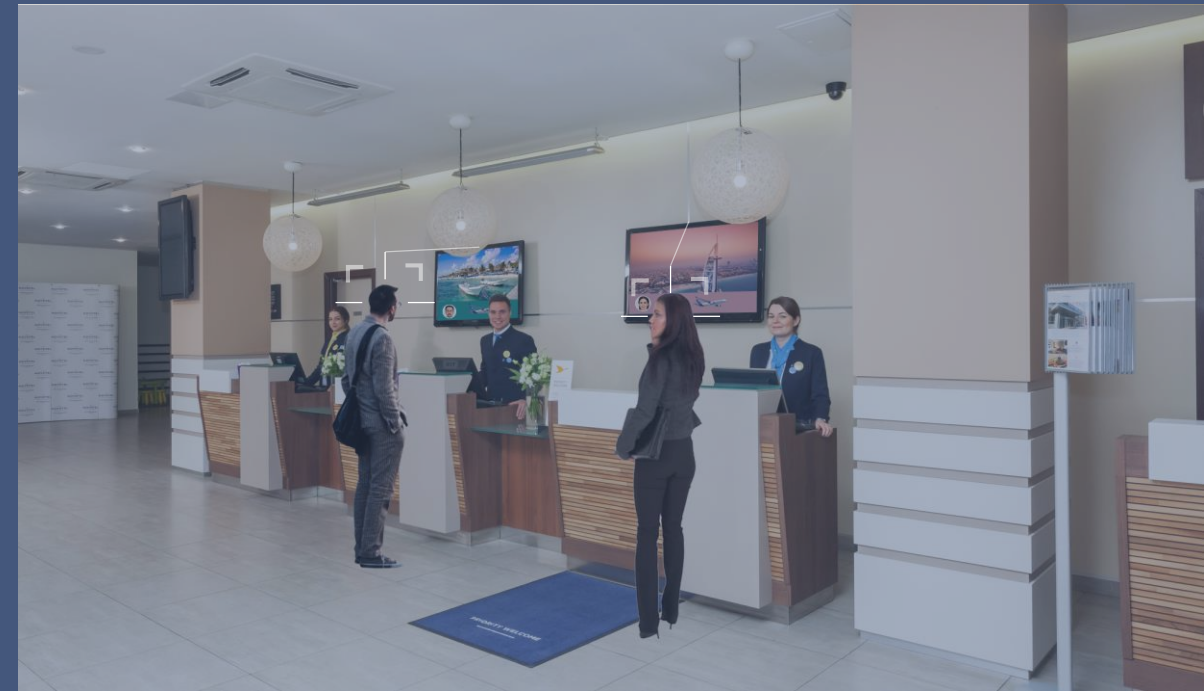
# Company offices, VIP zones



At the entrance of the company's offices or in VIP zones, the solution allows you to recognize each visitor and employee and show the content intended for him or her on the screen, to increase loyalty or display the necessary information

# Business centers, shopping centers, elite apartment complexes

In the lobby of business centers, VIP zones or other spaces, the solution allows you to recognize status visitors, as well as employees or VIPs and show welcome content and personalized messages on the relevant screens to increase visitor loyalty, and the status of the business center





# Hotels



At the entrance of hotels, the solution allows you to recognize each guest of the hotel and show personalized content on the screen, to increase loyalty or display the necessary information

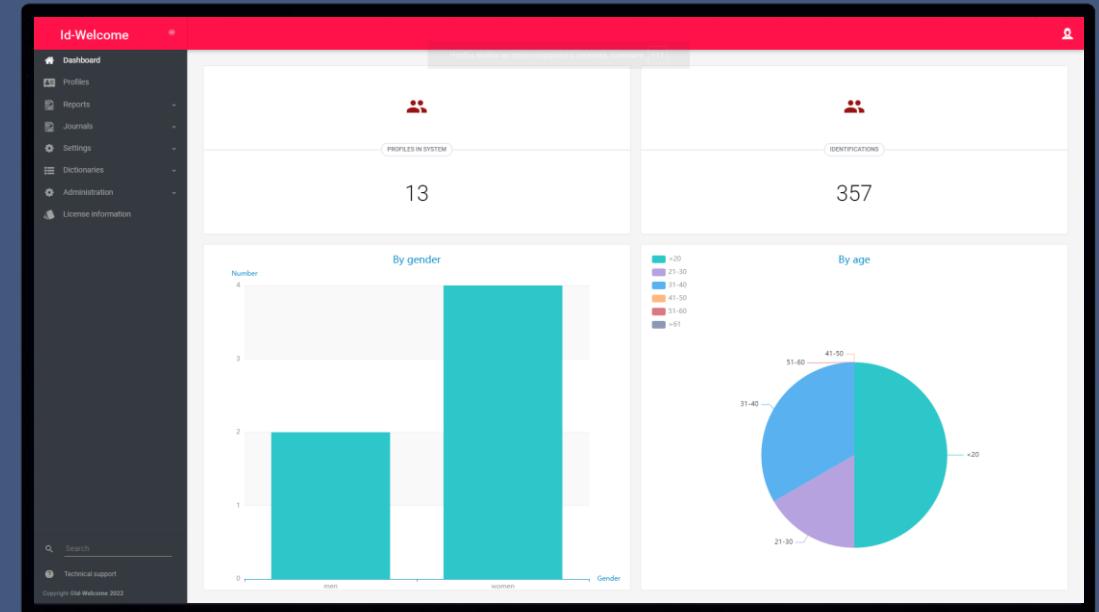
# Advantages of the solution

- **SIMPLE INSTALLATION**

The solution installer provides a step-by-step and intuitive installation process. In order to deploy the solution to the customer's specialists, you do not need profound special knowledge and skills, it is enough to follow the simple step-by-step installation procedure described in the Administrator's Guide

- **FULL-FEATURED INTERFACE**

A well-detailed interface provides fast and convenient user access to all the functions and capabilities of the solution, from operational mode to fine-tuning technological settings, providing high efficiency of using new biometric capabilities



# Advantages of the solution



- **GROUP GREETINGS**

Notification rules created in the designer can be applied to all people or displayed only to those who are included in a specially created list for this purpose. Group notifications allow you to notify or congratulate quickly a large number of people

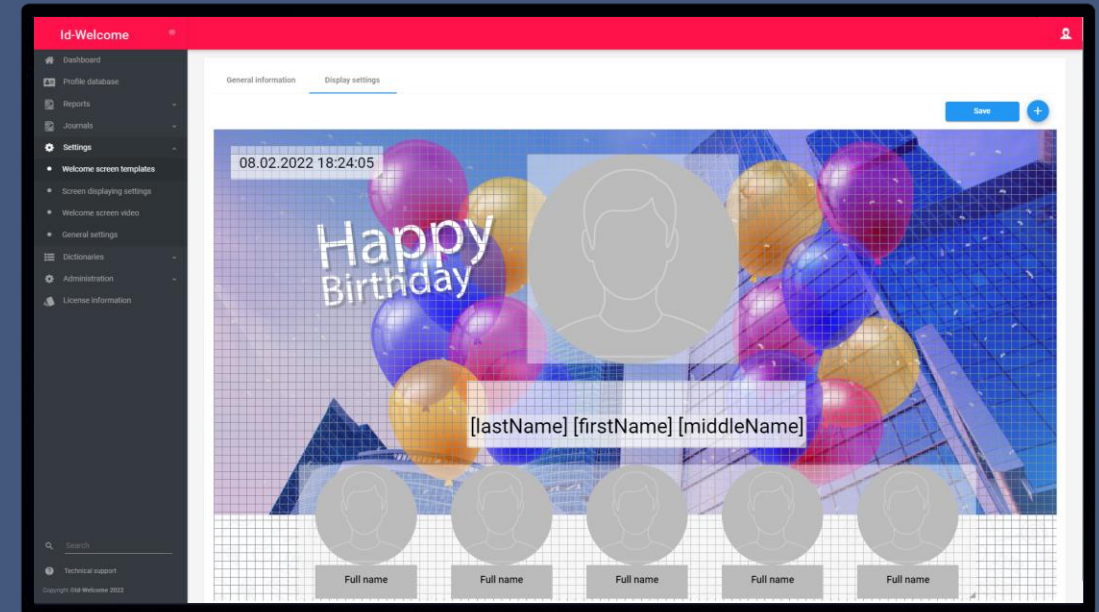
With a flexibly customizable information display algorithm for groups of visitors, the solution allows you to organize and structure a simultaneous greeting for several visitors as required



# Advantages of the solution

- **CREATION OF PERSONAL NOTIFICATIONS FOR EACH PERSON**

A convenient notification designer allows you to create both regular daily notifications and special greetings related to holidays for personal congratulations of each person



# Advantages of the solution



- **CONVENIENT CONFIGURATOR**  
RECOGNITION CAMERA - DISPLAY MONITOR

The solution provides flexible configuration of display scenarios, related to the location/identification device. For easy configuration of distributed systems, in the solution was developed a configurator that allows you to match one or more Digital Signage monitors or digital screens to the camera to display a greeting

# Advantages of the solution

- **FREE SELECTION OF DISPLAY DEVICES**

For your convenience, the solution provides the ability to display greeting screens on Digital Signage systems using network media players. The solution can also play visual content on Android media devices

- **INTEGRATION WITH BRIGHTSIGN**

For the convenience of connecting network players, the integration with BrightSign was implemented, that allows you to configure quickly the connection and ensure that welcome messages are displayed



**BrightSign®**

**RECACES**



# Advantages of the solution



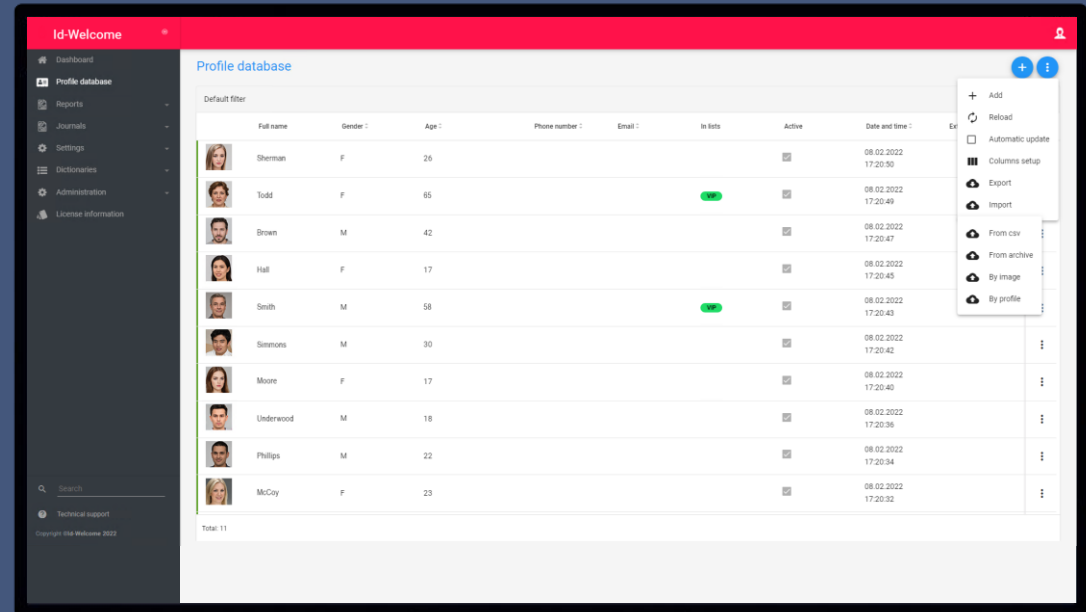
- **FACE RECOGNITION IN A MASK**

The solution algorithms are continuously improving to enable rapid adaptation to current pandemic-related requirements. This allows you to recognize faces with high accuracy even if there is a mask

# Advantages of the solution

- **CONVENIENT TOOLS FOR IMPORTING AND EXPORTING DATA**

The solution provides intuitive tools for importing photos and personal information for bulk filling the profile database and quick putting the system into operation, as well as exporting profile data to use in other systems



# Technological advantages



**EASY PROFILES IMPORT**  
for quick start



**QUALITY CONTROL** of parameters  
of processed images



**READY-MADE TEMPLATES**  
of personalized **GREETINGS**



**GRAPHIC DESIGNER** for creating  
greeting templates



Highly **CUSTOMIZABLE TARGET**  
**NOTIFICATIONS**



**UNLIMITED** size, orientation  
and number of screens



Ready **INTEGRATION WITH**  
**BRIGHT SIGN** media players



**WORKING WITH ANDROID**  
media players



Data **PROTECTION**



**CENTRALIZED MANAGEMENT**  
of system components



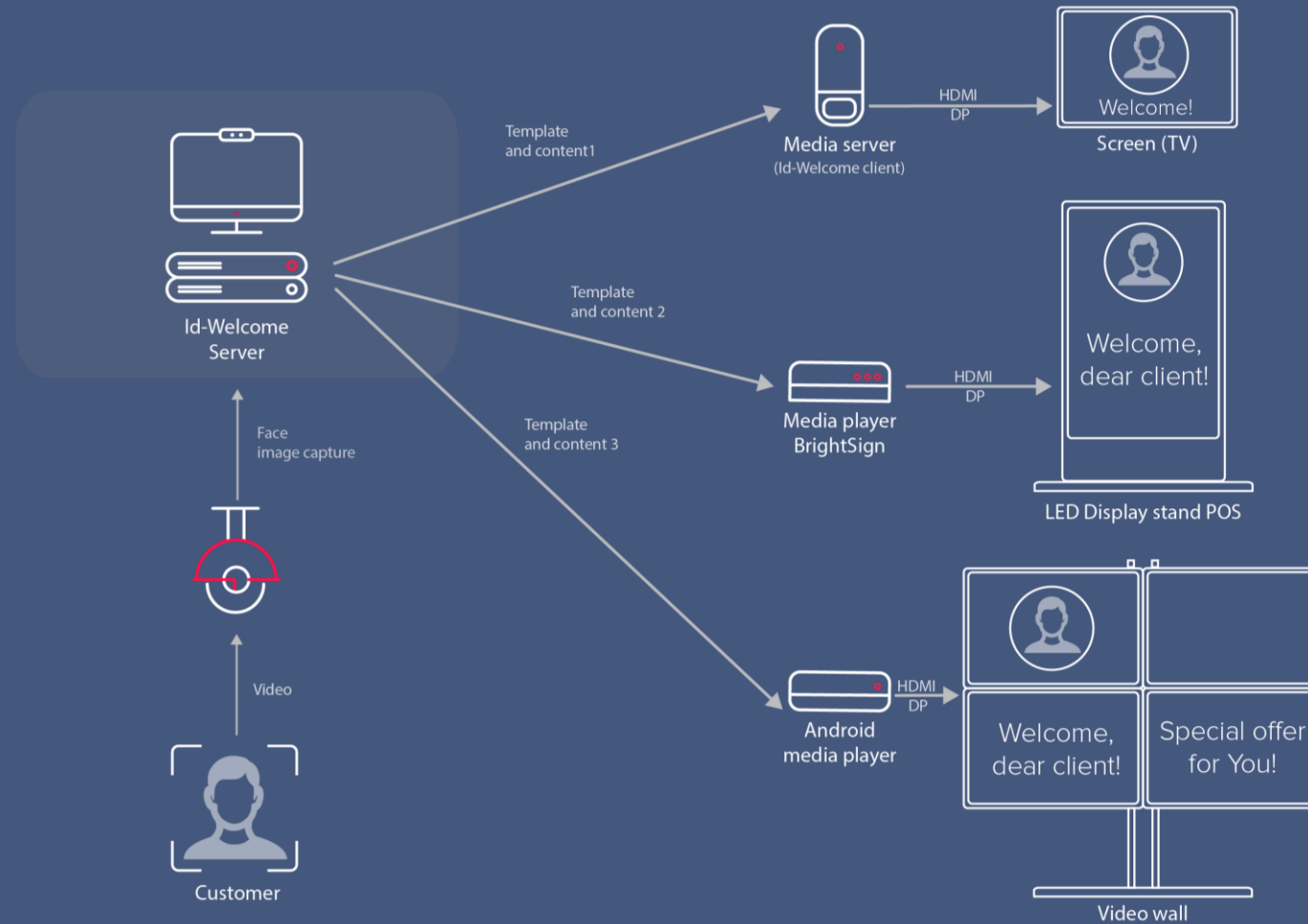
**MONITORING** of system's  
operation



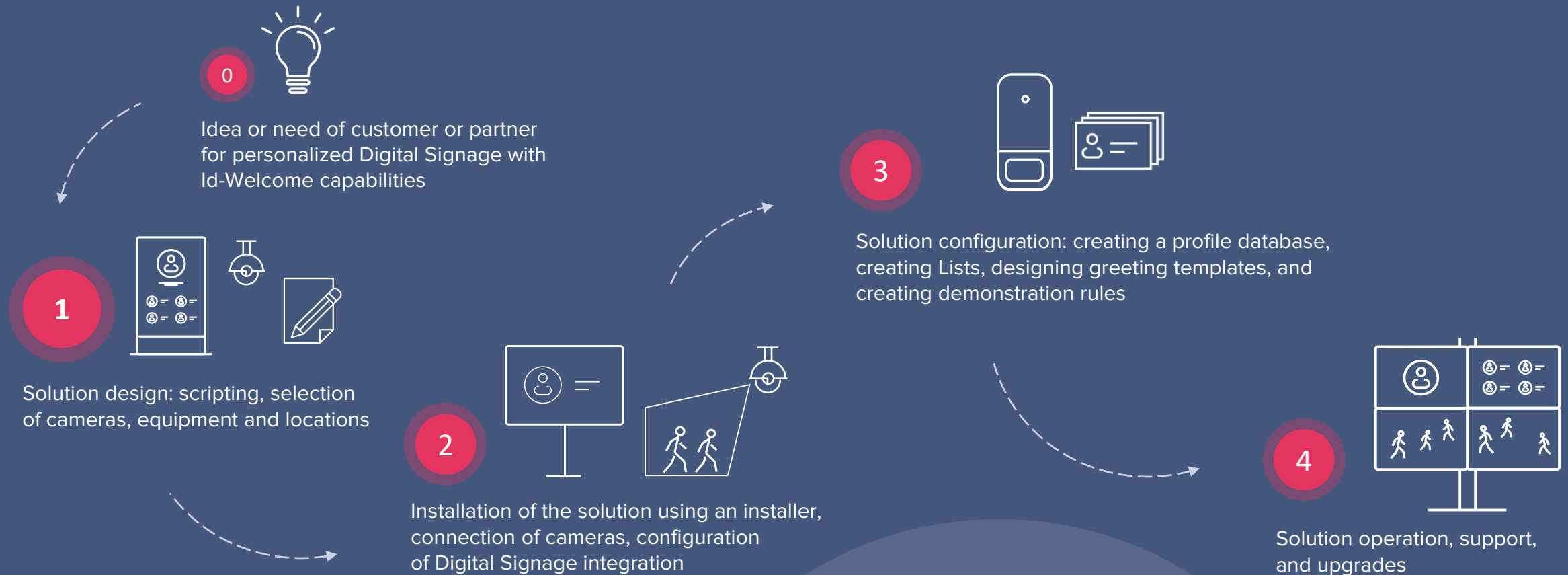
Easy-to-use **API FOR**  
**INTEGRATIONS**



# Standard operation diagram of Id-Welcome



# The scheme of a successful project



**20** minutes  
takes the **Id-Welcome**  
installation process

# Demo license



**Free  
access**



**3 cameras  
and 1,000 profiles**



**Term  
3 months**

# License policy



## Profile database

License for the system core  
with a profile database



## Number of connected cameras

License for video streams received from  
cameras connected to the solution



## Technical support

Technical support certificate  
and updates



# About RecFaces

## Pool

Of ready-made biometric products

## Among the first

Developed biometric software products in the world

## More than 200

Installations around the world



## International projects

The airport in Kenya, Shopping centers in Brazil and Peru, Stadium in Australia, Metro in Thailand, and many others

## Team of experts




Developers, technical engineers and analysts with more than **15 years** of experience in IT

## Integration with leading vendors

 **RECFACES**



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