AXIS Demographic Identifier

Smart analytics for determining gender and age

AXIS Demographic Identifier is a cost-efficient and scalable video analytics application that detects and analyzes faces of store visitors, and displays their gender and approximate age. When combined with AXIS People Counter statistics, the visitor information is valuable for merchandise and marketing optimization, enabling digital signage, for example, to customize displays based on age or gender. The application does not store images or video, so the personal integrity of customers is never compromised. AXIS Demographic Identifier data is accessible from camera's web interface or in AXIS Store Reporter, which provides a clear graphical representation of the data.

> **Generates demographic data of visitors**

> **Optimizes merchandising and marketing activities**

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Application

Supported devices	For a complete list of recommended and supported products, go to www.axis.com
Functionality	Automatic upload to separately sold AXIS Store Data Manager and AXIS Store Reporter. Demographic data stored up to 90 days or 20 000 face detections without SD card.
Configuration	Web configuration interface included
Licenses	For multisensor cameras, you can only use the licensed application on one of the sensors.

Scenarios

Typical applications	Indoor retail environments to estimate gender and age.
Mounting option	The camera must be mounted so that it can detect the entire face of the people passing by.

System integration

Application Programming Interface	Open API for software integration. Specifications available at *www.axis.com*
Event integration	Integrates with camera event management system to enable event streaming to video management software and camera actions such as I/O control, notification, and edge storage.

General

Languages	English, German, Spanish, Italian, French, Chinese (simplified), Japanese, Russian

Environmental responsibility:

axis.com/environmental-responsibility