

GAM uses people counting system for audience measurement. Evaluating the impact of the cultural center with Axis solutions.



Organization:
Gabriela Mistral (GAM)
Cultural Center

Location:
Santiago, Chile

Industry segment:
Education

Application:
People counting

Axis partner:
Metrics Chile

Mission

Founded in September 2010, Gabriela Mistral (GAM) Cultural Center has the objective of coordinating content, culture and experiences from its headquarters in the heart of Santiago, Chile. In its 22,000m² it houses ten rooms for presentation and testing of theater, dance and music, plus two seminar rooms, two visual arts rooms and a recording studio. Its library has a multimedia collection and study rooms; its locations are open to the public.

Among the needs were evaluating the impact of the audience education programs, characterizing its audiences, knowing what they think of the program and some of the most basic tasks, but no less important was to be able to systematize information on the flow of information regarding the crowds in the distinct areas of artistic programming that it has.

Solution

In need of an objective tool to measure the number of people who attend the visual arts rooms, GAM installed two cameras with a People Counting software system. AXIS M3114 Network Camera was chosen for both showrooms which have sophisticated dark and underground conditions. These cameras provide various advantages due to the angle of vision.

Result

The Gabriela Mistral Cultural Center can now count the people that attend the visual arts and folk art halls. From the monitoring center, it is possible to access live or recorded images, which serve two purposes: measuring the programming spaces in the two exhibition halls and also having a reliable instrument that can provide specific indicators, because as entry is free, there are no tickets to count, and access control was complex.

"For us it was also important to determine, during a day, what times we experience greater flow of people and one of the advantages of the system is that we can measure and see detailed information by time period."

Paula Vergara, Study Coordinator of the Gabriela Mistral Cultural Center (GAM).

High performance

The GAM Studies Coordinator stated that "the show-rooms were areas where we had good results with theater, dance or music functions because there is a through ticket and we can count the people who attend; but we had other spaces with programming such as the visual arts and folk art rooms that are freely accessible places where people flow measurement is more complex."

AXIS M3114-VE is specially designed for placement near building entrances to strengthen security and prevent losses outside stores, restaurants, hotels, banks and offices. In addition, the camera is designed to be vandalism-proof and can detect tampering attempts, such as blocking or spray-painting.

- > Flat, discreet design
- > Quality HDTV, including 1MP/HDTV 720p resolution and H.264
- > Vandalism-proof
- > Anti-tampering alarm
- > Power over Ethernet

Future applications

In Paula Vergara's of GAM's view, the most relevant results in terms of implementation had to do with the time of day because it means placing more reinforcements at certain times, to schedule guided tours of visual arts and determine on which day of the week the most visits occur in order to organize the staff."

There are future plans to analyze the possible installation of counting system cameras. However, that will depend on the budget for the government agency for which it is intended.

About Metrics Chile – www.metricschile.cl

It is a consumption analysis technology company seeking to enter the competitive environment of retail, among other items, and whose success depends on a true understanding of consumers. Metrics seeks to provide and adapt to their preferences, gain their loyalty, deliver good service and eventually turn them into satisfied customers requiring a new level of "point-of-sale intelligence." Discreetly, and utilizing technology, Metrics collects accurate data, statistics and trends for retailers to deliver the most efficient tool of our time and operates in Chile, Argentina and Peru.

