

## An intelligent showcase detects the sex and age of the client to adapt its content

LOCATION: Seville

DURATION: 1:31

**SUMMARY:** The sevillian company Prototec has designed an intelligent showcase able to identify through a facial and height recognition system if the person in front of it is a man, a woman, a child, an adult or even the colour of the clothes. Un camera registers the images translating them to data using software called Side View, which has been programed according to an algorithm system developed at the University of Seville.

### VTR:

We saw it in the futurist world of Minority Report. An identification technique through the iris that would allow showing a completely personalized publicity immediately.

**JUAN JOSÉ GIRALDO**  
**General Manager of Prototec**

*"It isn't futuristic, technology permits it today."*

Maybe not so accurate but pretty close is this showcase able to recognise if the person in front of it is a man, a woman, a child, an adult or even the colour of the clothes. It is an intelligent showcase developed by a group of engineers in Seville.

**JUAN JOSÉ GIRALDO**  
**General Manager of Prototec**

*"An intelligent showcase is a showcase able to show the public what they want to see. This means, if we see that a child is observing we offer him something for children, we project things for children. If we see that they are women, things for women..."*

Pretty similar, right? But here the camera doesn't read the eyes, it uses facial and height recognition thanks to an algorithm developed at the University of Seville.

**JUAN JOSÉ GIRALDO**  
**General Manager of Prototec**

*"The aim is checking how many people stop to watch the showcase or a part of the showcase."*

**PEDRO NÚÑEZ**  
**Manager B&O Shop**

*"With this information we manage to put on the showcase just what the peasant wants to see."*

Now they are testing, for example, which one of these videos catches the attention more easily.

**PEDRO NÚÑEZ**  
**Manager B&O Shop**

*"If you have an attractive showcase that makes people stop and see you have more possibilities of people entering and that is the first step for sale."*

Maybe, we are not too far from Spielberg's future.

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