



TDM Spectator Statistics for crowd and emotion measuring



Welcome to TDM digital signage

Thank you for your interest in TDM digital signage software. TDM is a cloud-based digital signage solution that can be fully managed and configured using your web browser. This manual is designed to assist users in a user-friendly way to install TDM on your computer or screen, and to publish content.

One of the modules you can purchase is the TDM Spectator Statistics for crowd and emotion measuring module. The TDM Spectator Statistics for crowd and emotion measuring is an add-on and can only be used in combination with the TDM Player Windows version.

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Requirements

Item	Minimum	Recommended
Operating system	Windows 7 or higher	Windows 7 or higher
Processor	1.6 Ghz single-core or higher	core i3 or higher
Memory	2GB	4GB
Video Memory	512mb	1024mb
Internet connection	Wifi/Cable 11Mbps	Wifi/Cable 54Mbps
Camera resolution	Full HD	4K
Camera connection	USB	USB

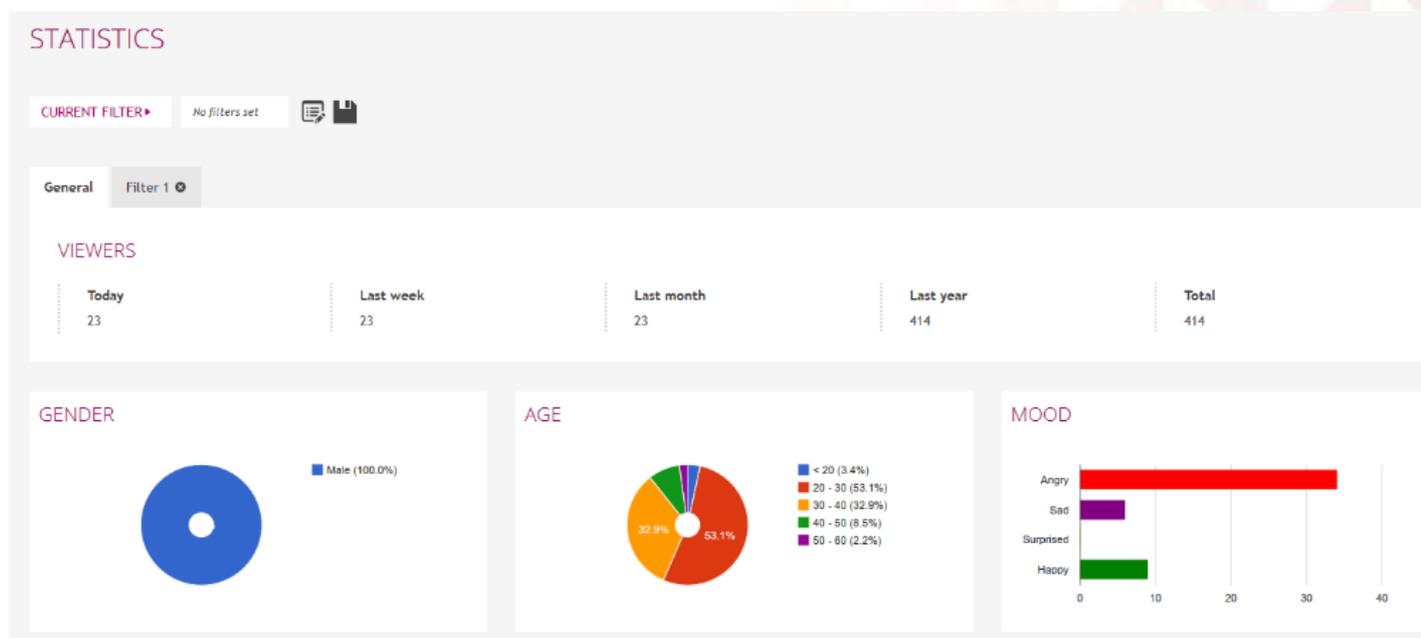
What can I do with TDM Statistics

Gathering information on your audience is set up in an easy way. TDM Statistics enables you to gather information like gender, age or emotion through a webcam attached to your player.

You will be able to see whether your content makes the viewer happy, angry or sad. In an easy to interpret dashboard included in your Designer, you can check the impact of your message on a display-, page- or playlist level.

The TDM Statistics dashboard allows you to view and filter the statistics over a period of time.

This allows you to target your messages in such a way that the right content is shown in the right moment. TDM Statistics only works with our TDM Signage Windows Player.

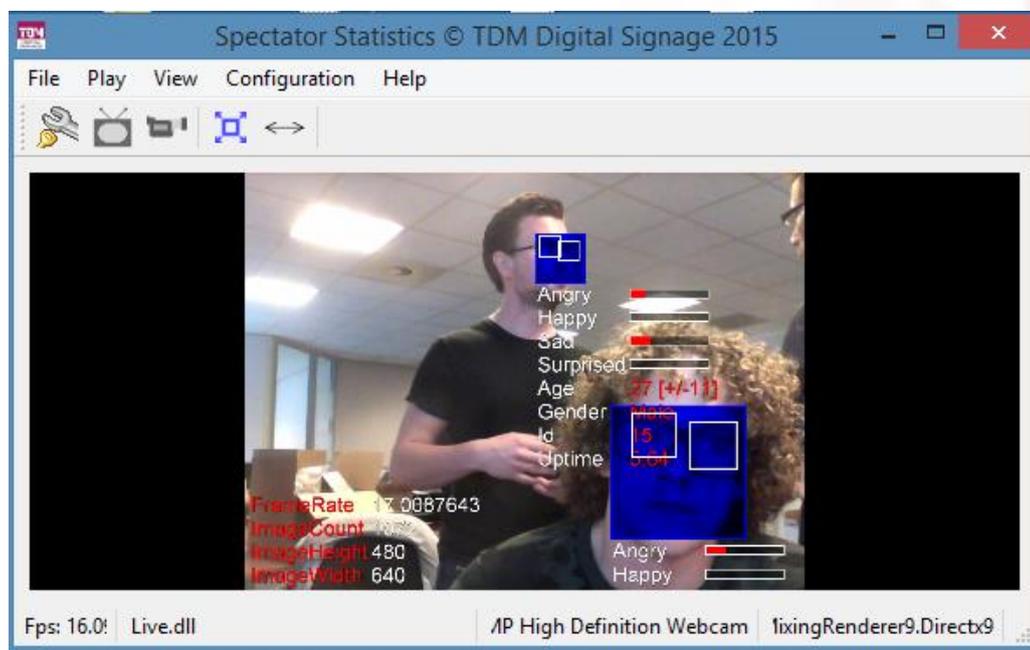




How to install the TDM Statistics module

For the spectator statistics to work, you will need a PC Player and a webcam in order to be able to collect the statistics through a webcam. The webcam is connected to the PC and the PC player has TDM Signage software and the statistics add-on installed.

1. Please download the installer named "TDM Spectator Statistics Addon Setup" from the dashboard.
2. Install the software to the computer that is attached to the screen, your webcam and also has TDM Signage (PC Version) on it.
3. When the software is installed, please start TDM Signage Player.
4. Automatically, the player will detect the fact that the statistics addon is installed.
5. Whilst playing, in the background TDM is gathering statistics (when a webcam is connected).



- The player will push the statistics towards the Designer after every time the presentation finishes (i.e. when all the pages in the playlists in the presentation have been shown and the presentation starts with the first page again.)
- Please note that the quality of the camera used is key to how accurate the statistics are being measured.
- The statistics are now shown in the Designer. You will find them under Administration -> Statistics.