



VSBLTY VisionCaptor™

Integrated Software Suite for Content Management

The world leader in Proactive Digital Display™, transforming retail, public spaces and place-based media networks with SaaS-based audience measurement and security software utilizing artificial intelligence and machine learning.



The VisionCaptor Content Management System provides a wide variety of capabilities for bringing proximity-aware, interactive brand messaging to life on any digital screen or platform.

Through engaging digital assets — including photos, animations, video and multimedia content — a complete customer experience is created via digital displays, which can be utilized at entertainment and sports venues, transit hubs, grocery, drug and other retail environments.

VisionCaptor is optimized to run on multiple form factors, and is able to support any file type and message format with an unlimited number of videos and images.

Real-Time Engagement & Insights

VisionCaptor's HD and 4K animated messaging combines with in-aisle and end-cap applications of DataCaptor™ to track and measure every point of the customer journey, delivering real-time, actionable insights on age, gender, and identity (opt-in).

VisionCaptor can integrate with existing content sets including RSS feeds, live streams, and foreign content triggers, as well as with mobile phones via QR code scanning, NFC and Bluetooth.

Though consumed using a cloud licensing model, VisionCaptor software can be deployed either on the edge, or in the cloud, or a combination of both.

Retail • CPG • Sports • Casino • Smart Cities

Computer Vision Services: Cloud, Edge or Hybrid Approach

VSBLTY VisionCaptor uses DataCaptor's computer vision services in a hybrid approach. VSBLTY's SDK for Intel's OpenVINO™ provides computer vision services of machine learning algorithms on the edge. There is no need for processing in the cloud requiring an internet connection. VSBLTY's cloud APIs provide computer vision services of machine-learned algorithms in the cloud. VisionCaptor is configured to run in an all-edge, all-cloud or hybrid approach to computer vision services. Only VSBLTY delivers the power of the cloud and local servers to the level of a small micro-computer with complete efficiency and eliminates network dependency and latency.

For more information contact us at:
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