

goCount

Quick Start Guide

Setup camera

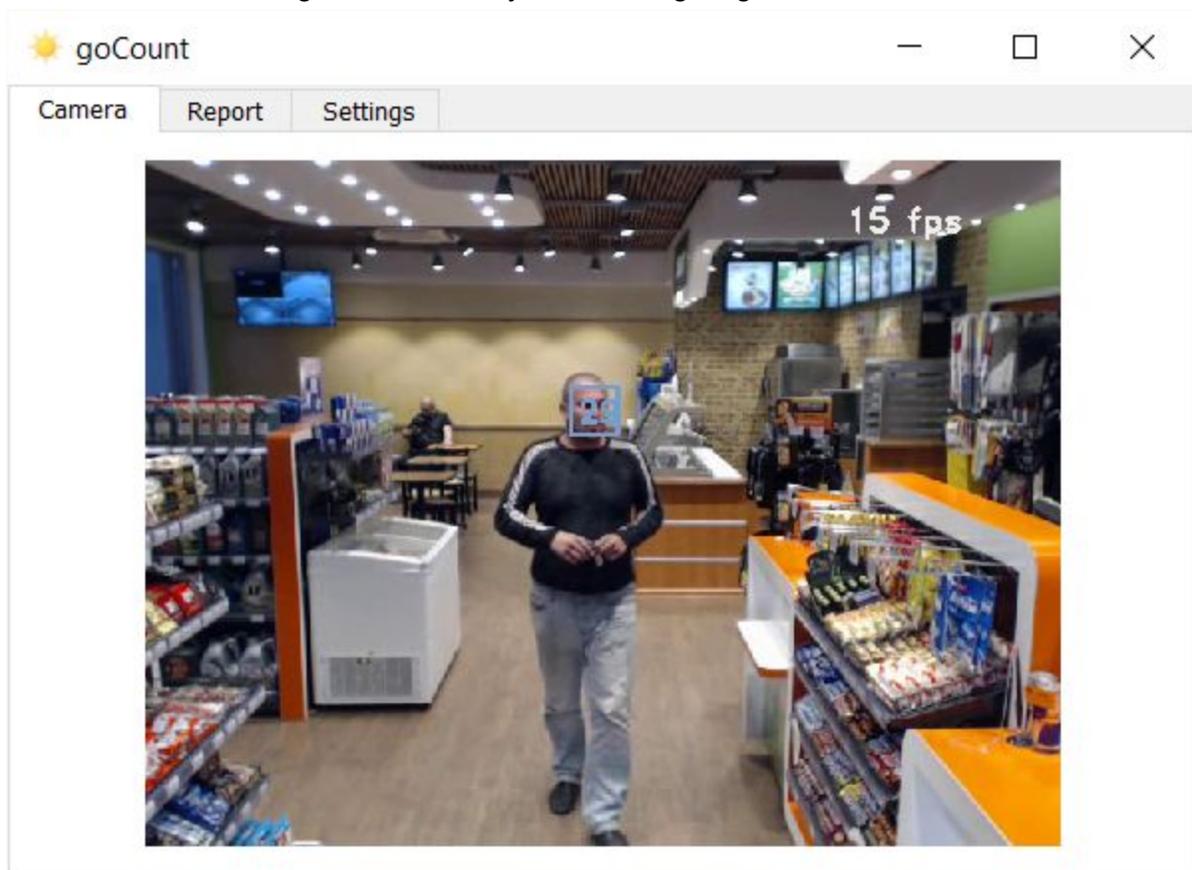
- Connect appropriate USB camera (we recommend Logitech C920).
- Mount the camera on the top or bottom of display, so camera is watching faces of viewers. Make sure camera is oriented in the way, that faces are frontal to the camera.



- The most optimal height for the camera position is about 1.7 metres from the floor (which is equivalent to average person's height).
- Lighting should be smooth, top-to-bottom (typical for indoor). There should be no light sources on the sides, back or bottom of the monitored area.

Install goCount

- Download goCount at <http://gocount.net/audience-measurement-setup.exe>
- Install it and create shortcut in the Autostart folder, so goCount can keep working after system restart.
- Run the application. It should connect to the camera and start detecting faces. Make sure there is only one USB camera connected to avoid any issues.
- Open Camera Tab and check how goCount works. Face detection should be stable. Male viewers should be indicated with blue bounding box and female viewers should be indicated with red one. Age estimation should be adequate (+/- 5 years). In case of any detection or recognition issues, try to correct lighting conditions.

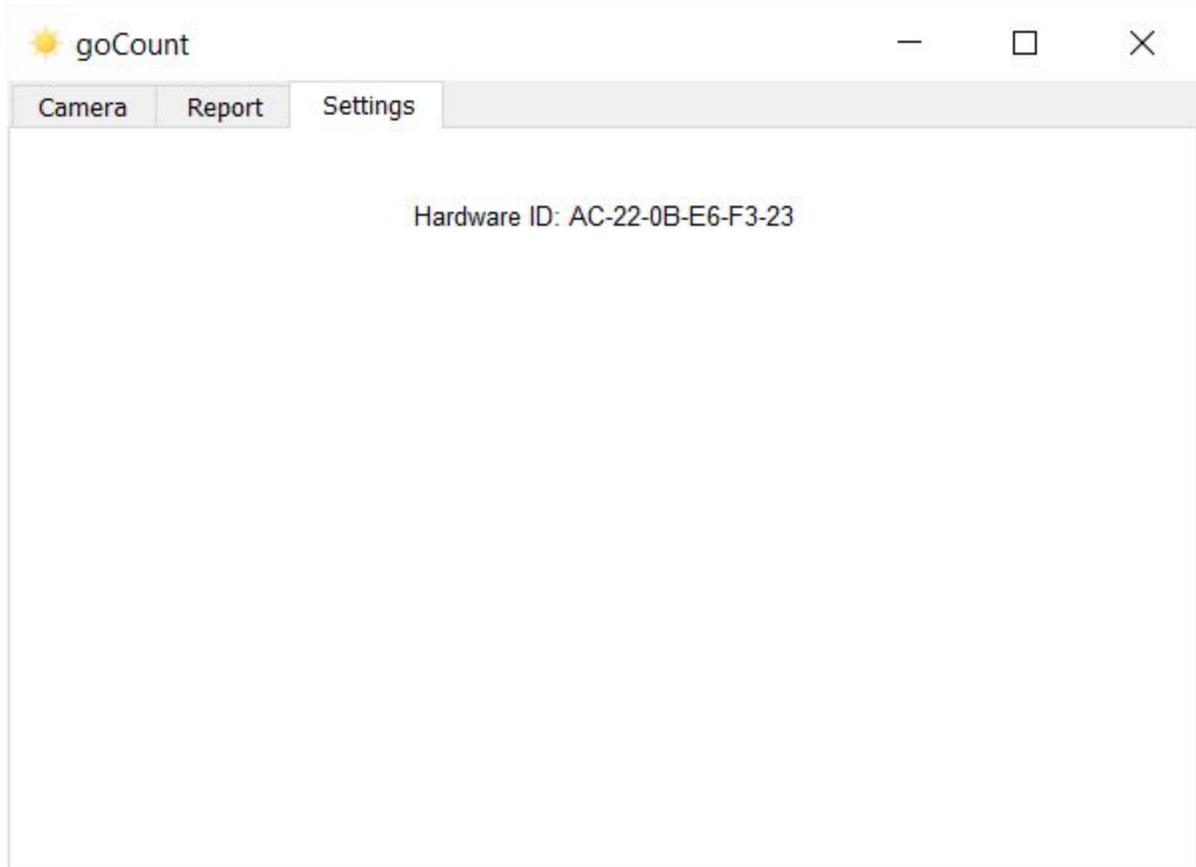


goCount detected male viewer and estimated his age as 29.

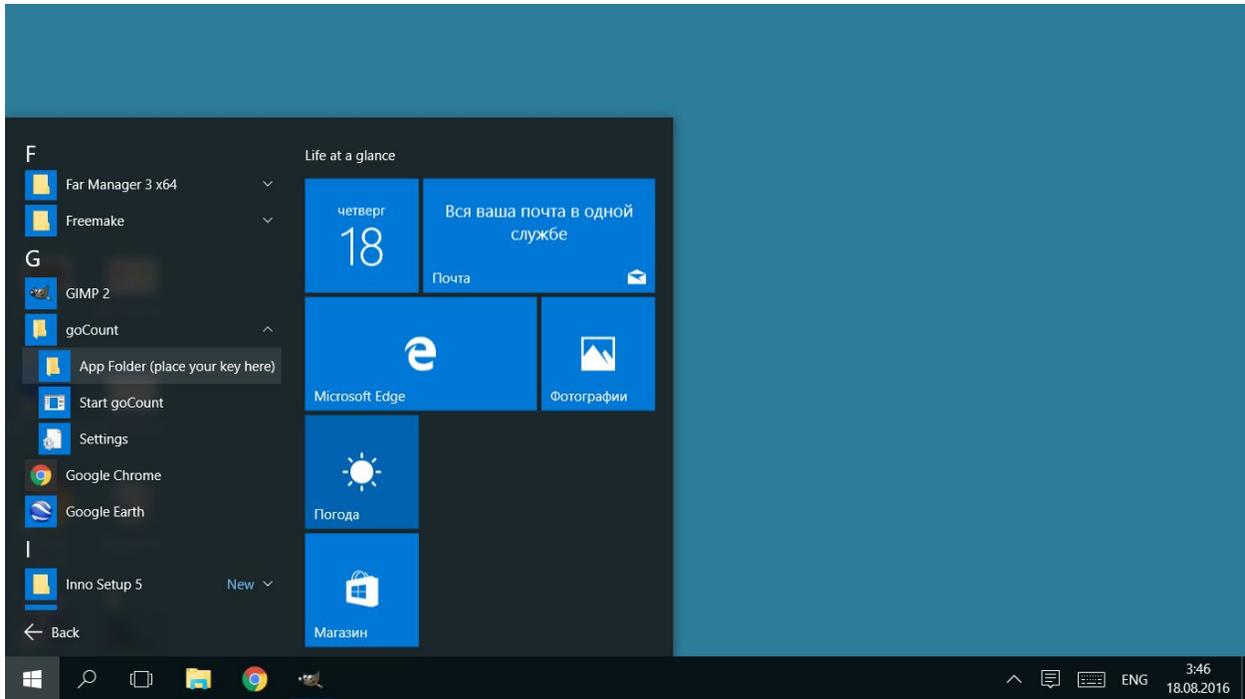
- Make sure you are satisfied with the achieved accuracy and proceed to purchase.

License Activation

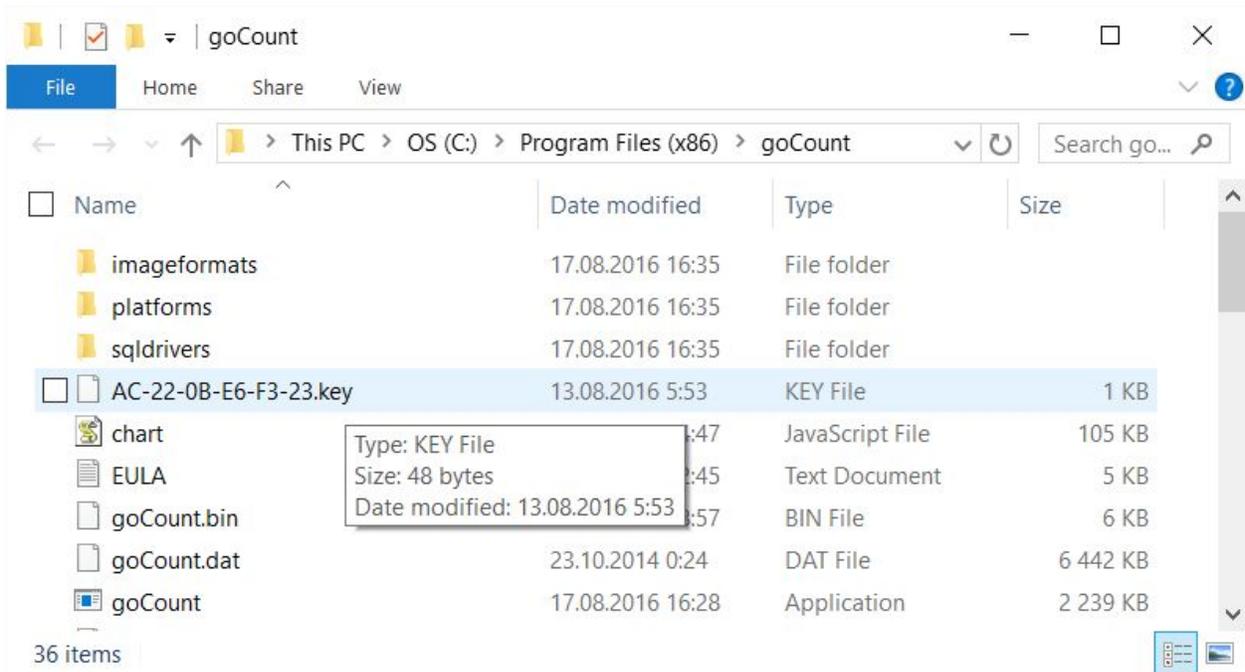
- Run the application and go to Settings Tab.
- Copy Hardware ID (MAC addr.) string and email this to info@gocount.net along with Order Reference ID (you can take this from purchase confirmation email).



- Our staff will generate license key for your machine and send to you.
- Each license key is a binary file with .key extension. Copy key file to the goCount folder. For your convenience there is an item in main menu: *Main Menu > goCount > App Folder (place your key files here)*
- Restart goCount.
- Repeat the steps above for every goCount machine, you are going to use.



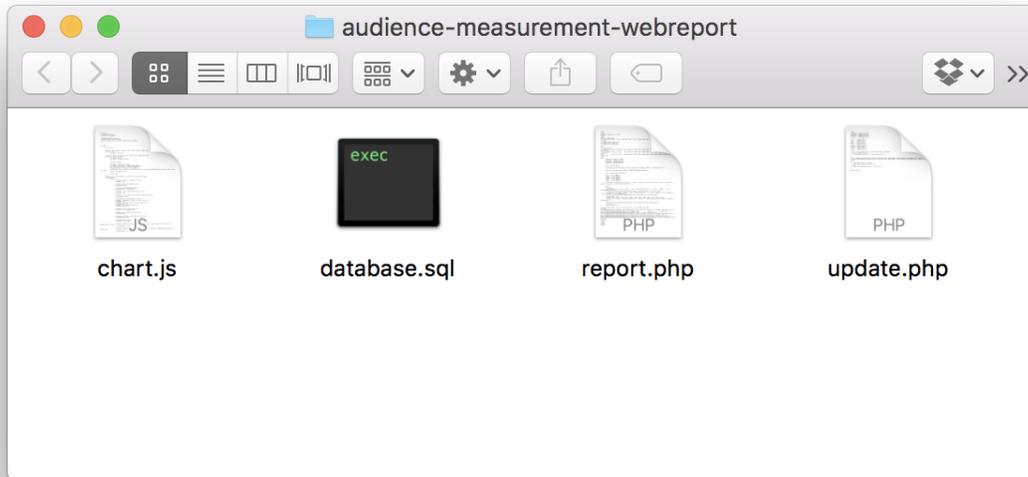
Main menu item, that points to goCount folder



goCount folder with KEY file

Setting up Web Report

- Download goCount Web Report Pack at <http://gocount.net/audience-measurement-webreport.zip>
- Unpack it.



- Setup LAMP (Linux, Apache, MySQL, PHP) server or other compatible (even ordinary shared web hosting is fine, if it allows to create MySQL databases and run PHP scripts).
- Create MySQL database and MySQL user.
- Login to the server, using any suitable client, and select the database.
- Import table structure by invoking *database.sql* from the Web Report Pack archive. This will create “TOTAL” table, that contains aggregate counts of viewers, detected by goCount, with relative demographics info.

YEAR	1	2	3	4	5	6	7	8	9	10	11	12	MALE	FEMALE	YOUNG	ADULT	SENIOR
2010	112	147	107	102	132	142	122	84	111	97	124	539	340	388	495	1550	340
2011	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2012	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2013	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2014	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2015	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

“TOTAL” table, that contains aggregate counts of viewers and relative demographics info.

- Upload *update.php* to the LAMP server and type in the database credentials.

```
update.php
update.php > No Selection

<?php
$hostname = "MySQL_hostname";
$username = "MySQL_username";
$password = "MySQL_password";
$dbname = "MySQL_basename";

$year = $_GET['year'];
$month = $_GET['month'];
$day = $_GET['day'];
$count = $_GET['count'];
$male = $_GET['male'];
$female = $_GET['female'];
$young = $_GET['young'];
$adult = $_GET['adult'];
$senior = $_GET['senior'];

$conn = new mysqli($hostname, $username, $password, $dbname);
if ($conn->connect_error) {
    die("Connection failed: " . $conn->connect_error);
}

$sql = "UPDATE TOTAL SET TOTAL.$month=TOTAL.$month+$count, TOTAL.MALE=TOTAL.MALE+$male,
TOTAL.FEMALE=TOTAL.FEMALE+$female, TOTAL.YOUNG=TOTAL.YOUNG+$young, TOTAL.ADULT=TOTAL.ADULT+$adult,
```

- Upload *report.php* and *chart.js* to the LAMP server and type in the database credentials.

```
report.php
report.php > No Selection

<html>
<head>
<script src="chart.js"></script>
</head>
<body>
<table cellpadding=10>
<tr style="font-family: 'arial'; font-size: small; color: rgb(50%, 50%, 50%)>
<td></td>
<td align="center">Gender</td>
<td align="center">Age</td>
<td align="center">Counts</td>
</tr>
<tr>
<td width=50></td>
<td align="center"><canvas id="gender" data-type="Pie" width="100" height="100" style="width: 100px; height: 100px;"></canvas></td>
<td align="center"><canvas id="age" data-type="Pie" width="100" height="100" style="width: 100px; height: 100px;"></canvas></td>
<td>
<canvas id="year" data-type="Bar" width="420" height="100" style="width: 420px; height: 100px;"></canvas></td>
</tr>
</body>
</html>

<?php
$hostname = "MySQL_hostname";
$username = "MySQL_username";
$password = "MySQL_password";
$dbname = "MySQL_basename";

$year = $_GET['year'];
```

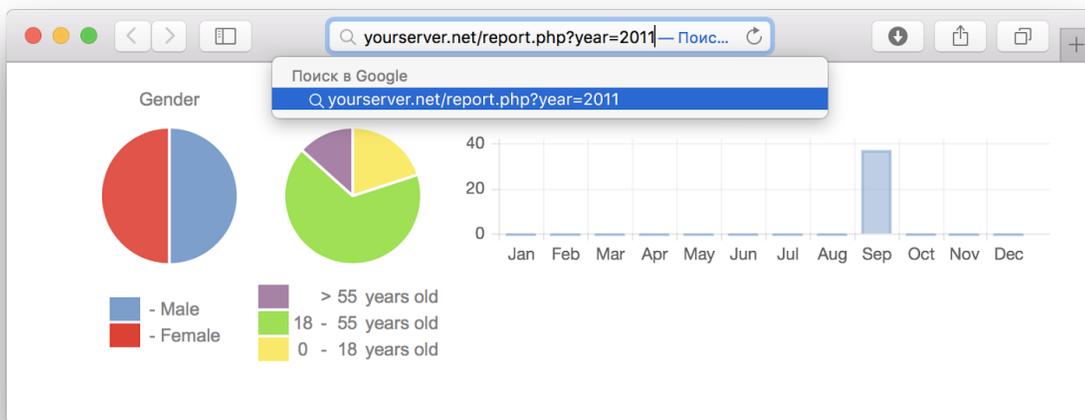
- Now your server is ready to receive data from goCount client applications. You can test this by passing appropriate parameters to *update.php* in the browser address line and pressing Enter.

- For example, next call should update row, related to year 2011, incrementing number of views in Sep column by 37, male column by 10, female by 10, young by 15, adult by 50 and senior by 10.

yourserver.com/update.php?year=2011&month=9&day=3&count=37&male=10&female=10&young=15&adult=50&senior=10

update.php call example

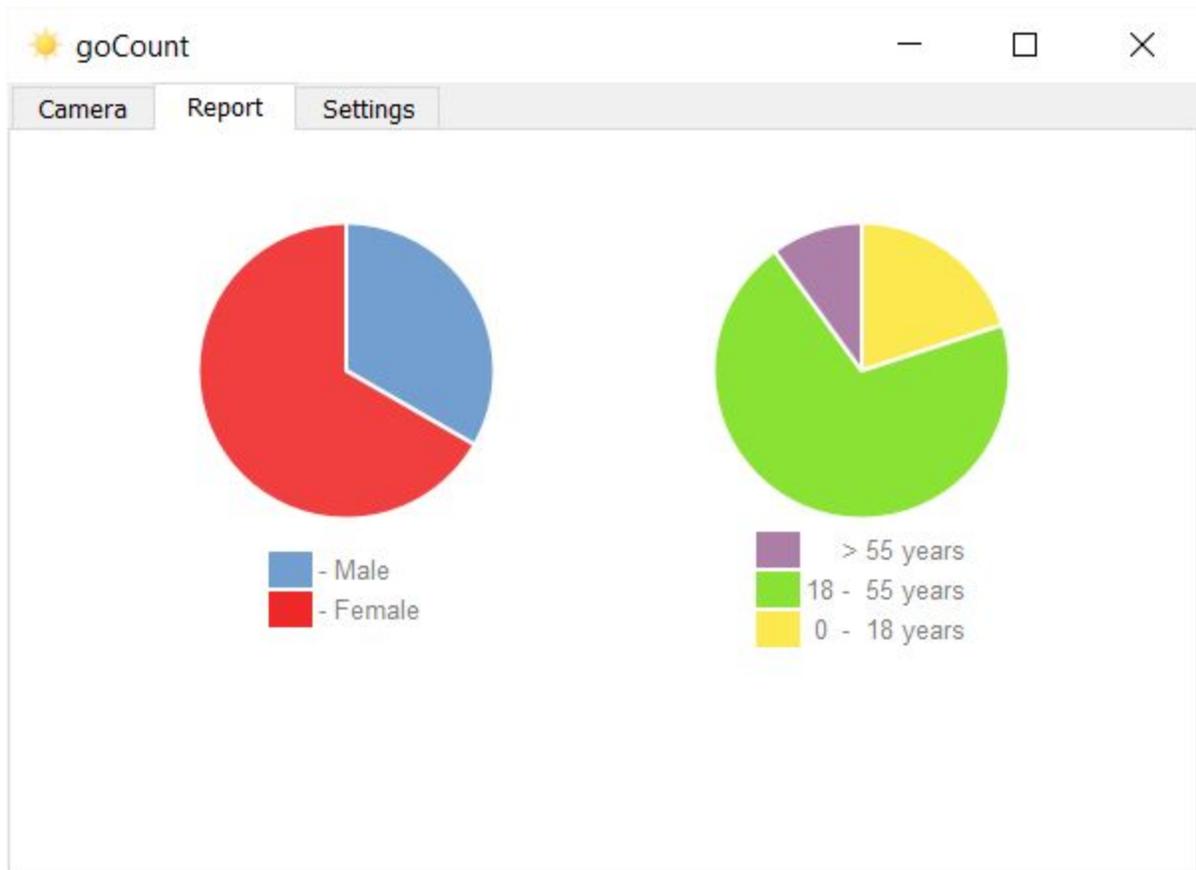
- Open *report.php?year=2011* to make sure the changes were applied.



- You can extend database structure and report, according to your needs. Simply use *update.php* and *report.php* source code as a reference.
- You can even switch from MySQL to smth. else. Just modify *update.php*. The system is very flexible.
- If you want to make your statistics data unavailable from outside, you can place *report.php* to password protected folder. Please refer to Apache documentation for more information on how to do this.
- Now your server is ready to receive data from goCount client applications. Follow next steps to enable data transmission on the client side.
- Go to *Main Menu > goCount > Settings*
- This will open *goCount.ini* text file. Type in your LAMP server name and path to *update.php*.

```
goCount - Notepad
File Edit Format View Help
[General]
Host = servername
Path = /update.php
```

- Save the file and restart goCount application.
- Repeat this for every goCount machine.
- From now goCount application should invoke *update.php* every hour and so transfer current counts to the server.
- Current counts, that are not yet transferred to the server, are displayed in the Report Tab of the client application.



Fin

- Now you have ready to use Audience Measurement System, that can be used for monitoring your Digital Signage Network, charging customers for each adview, finding the optimal (most viewed) position of displays and increasing revenues in other ways.

Good Luck!