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## goCount

digital signage audience measurement



The main value of every digital signage business is its audience.

goCount uses a video camera mounted on a screen to estimate the exact number of real views, their demographics and dwell time.

Objectively measured value is easier to sell. Measured impressions are more valuable than modeled ones.

### Features

1. count monthly number of real impressions
2. measure the length of impression
3. detect age and gender
4. online reporting and cloud based data storage



### Specification

- Max counting distance: 5-10 metres (hardware-dependent)
- Platform: Windows XP/Vista/7/8
- Minimal configuration: Atom E3826/2GB RAM
- Recommended configuration: Intel Core i5/4GB RAM (in that case you can host both goCount and content management software (e.g. Scala) on the same machine)
- Camera: Logitech C920