



ATTENTIVE DISPLAYS

Attentive and Interactive Advertising: watching you watching me, changing you changing me

Dr Stavri Nikolov

Director and Head of Research

Attentive Displays Ltd, UK and Bulgaria

stavri.nikolov@attentivedisplays.com



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Attentive Displays

- **Attentive Displays** are software and hardware display systems that **monitor, sense and process** viewer attention and behaviour with the purpose of dynamically modifying and tuning the information content and advertisements they present to the viewer and allowing real-time interaction with this content



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Displays and Advertisements that Have Eyes





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Traditional vs. Attentive Displays

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Traditional Displays	Attentive Displays
unaware (they don't know what is happening in the surrounding space)	attentive and responsive (they know what is happening in the surrounding space and use this data to tune the content they show)
non-interactive (they show pre-recorded or live content)	interactive (they modify and tailor in real time the content they show)
non-personalised	personalised



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Interactive Displays

- **Interactive Displays** are software and hardware display systems that **monitor, sense and process** the movements, gestures and behaviour of the viewer and allow him/her to interact with the content they show.
- **Interaction Design** is the discipline of defining the **behaviour of products** and **systems** that a user can interact with.



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Interactive Advertising: Reactrix



Reactrix (www.reactrix.com) - see video film online



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Interactive Advertising in Public Spaces

- **Higher visibility:** people stop and interact with the advertisement
- **Higher recall rate:** people remember such advertisements better and talk more about them and the product
- **Personalised:** people choose what information/content they want to see
- **Fun:** like games but in public spaces
- **Communicate and engage:** allow people to communicate with the display and engage them



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Different Interactions with Displays I





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Different Interactions with Displays II

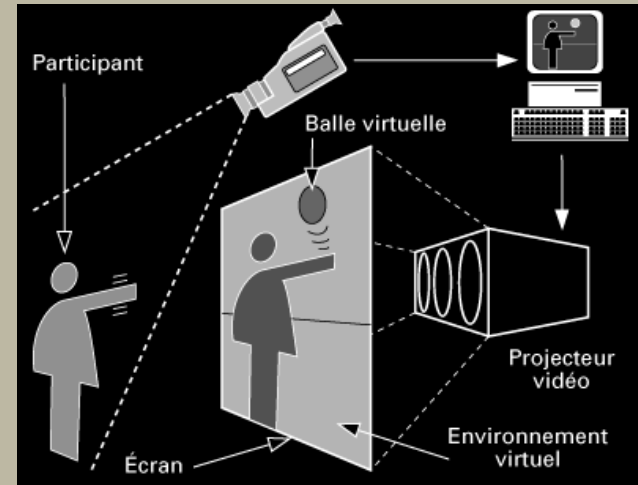
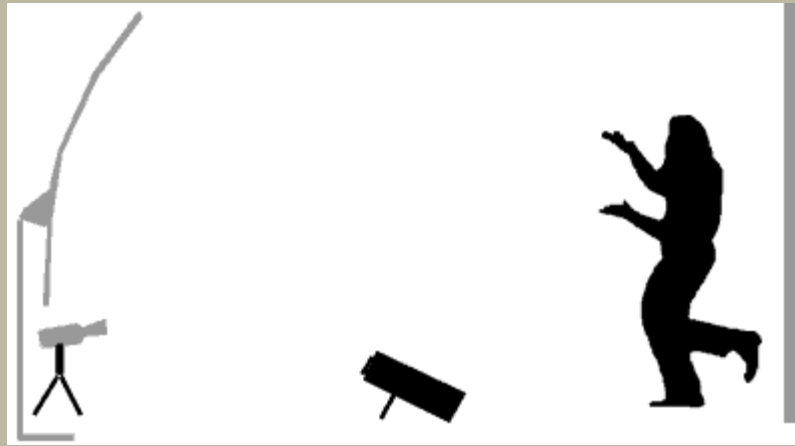
- **Zone A:** touch screen displays; hand- and head-gesture displays; gaze-contingent displays
- **Zone B:** gesture-driven displays; eye contact sensors
- **Zone C:** gesture-driven displays; eye contact sensors; motion-driven displays; attention-driven displays; behaviour-driven displays
- **Zone D:** ambient displays; peripheral displays; motion-driven displays; behaviour-driven displays



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Interactive Installations: Myron Krueger



The VideoPlace installation (1969,1975)



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Interactive Installations: Antenna Design



The Power Flower Installation (Bloomingdale's, NY) – the installation transforms people's presence and movement into an interactive light and sound event (people walking by make the flowers to 'bloom')



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Interactive Advertising: Monster Media



Monster Media (www.monstermedia.net) - see video film online



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Interactive Advertising: Attentive Displays



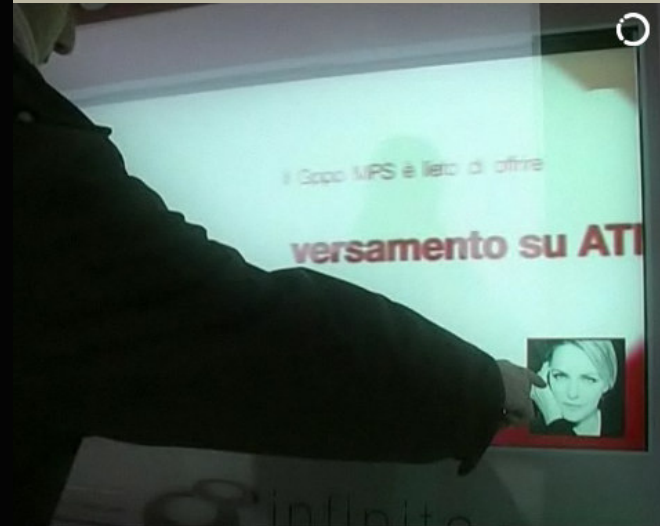
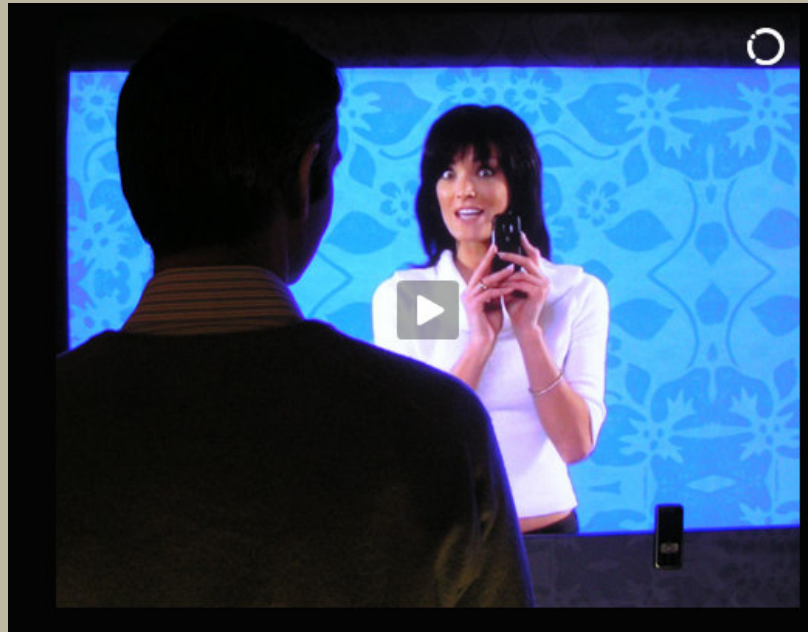
Attentive Displays (www.attentivedisplays.com) Interactive Hyavita Advertising Attentive Display - see video film



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Interactive Advertising: Natural Interaction



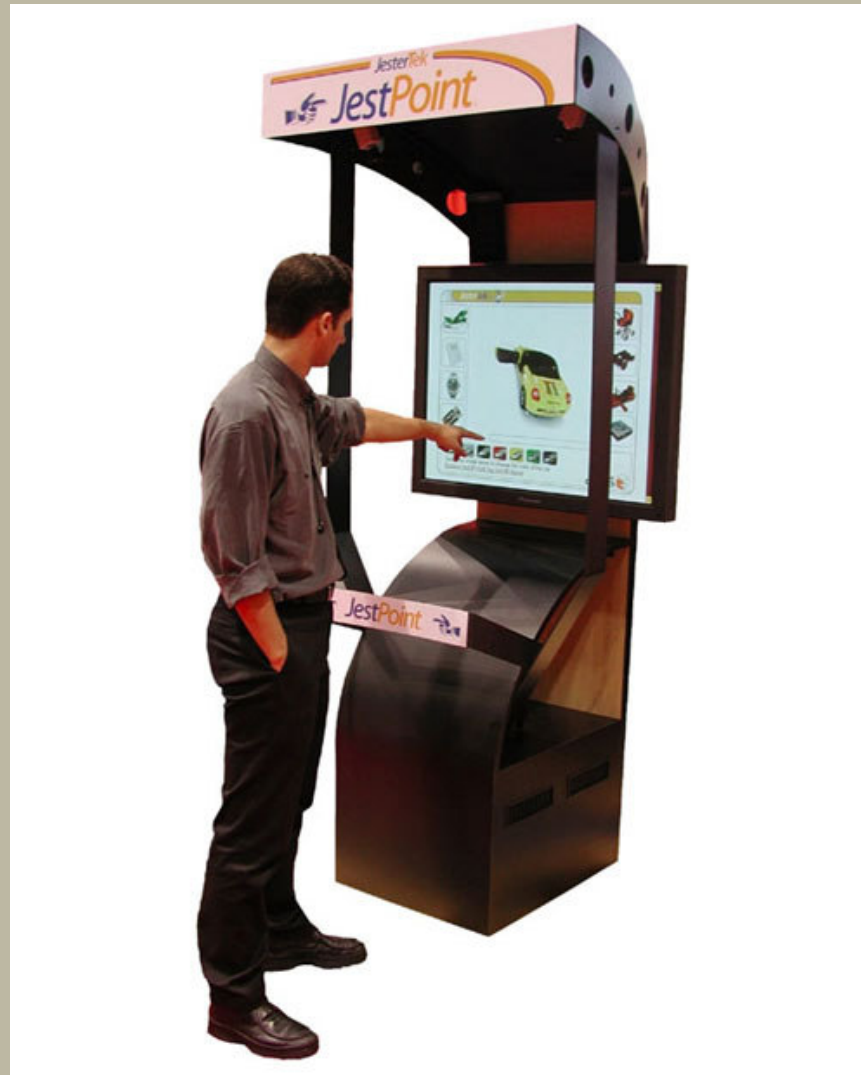
Natural Interaction (www.naturalinteraction.org) - see video film online



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JestPoint Interactive Kiosk: Gesturetek



JestPoint Interactive Kiosk by Gesturetek (www.gesturetek.com)



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Attentive Kiosk: Attentive Displays



*The Attentive Kiosk (Gensoft stand at the Plovdiv Trade Fair),
[September 2007, Bulgaria]*



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Attentive Catalogue: Attentive Displays



The Attentive Catalogue (ICT Media's stand at BAIT Expo) [November 2008, Bulgaria]



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Attentive Shop Window Display





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Retail Analytics with Interactive Systems

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Attentive Displays aMovies with ICT Media Publications Presentation [November 2008]



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Retail Analytics with Interactive Systems

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- 11:12:59 AM BEGIN SESSION
- 11:13:12 AM ClipStart PCW_08.mov
- 11:13:20 AM ClipTerminated PCW_08.mov
- 11:13:29 AM ClipStart CIO_04.mov
- 11:13:35 AM ClipTerminated CIO_04.mov
- 11:13:45 AM ClipStart PCW_08.mov
- 11:13:50 AM ClipTerminated PCW_08.mov
- 11:13:53 AM ClipStart NWW_03.mov
- 11:14:04 AM ClipTerminated NWW_03.mov
- 11:14:07 AM ClipStart DW_09.mov
- 11:14:30 AM ClipEnd DW_09.mov
- 11:14:32 AM END SESSION

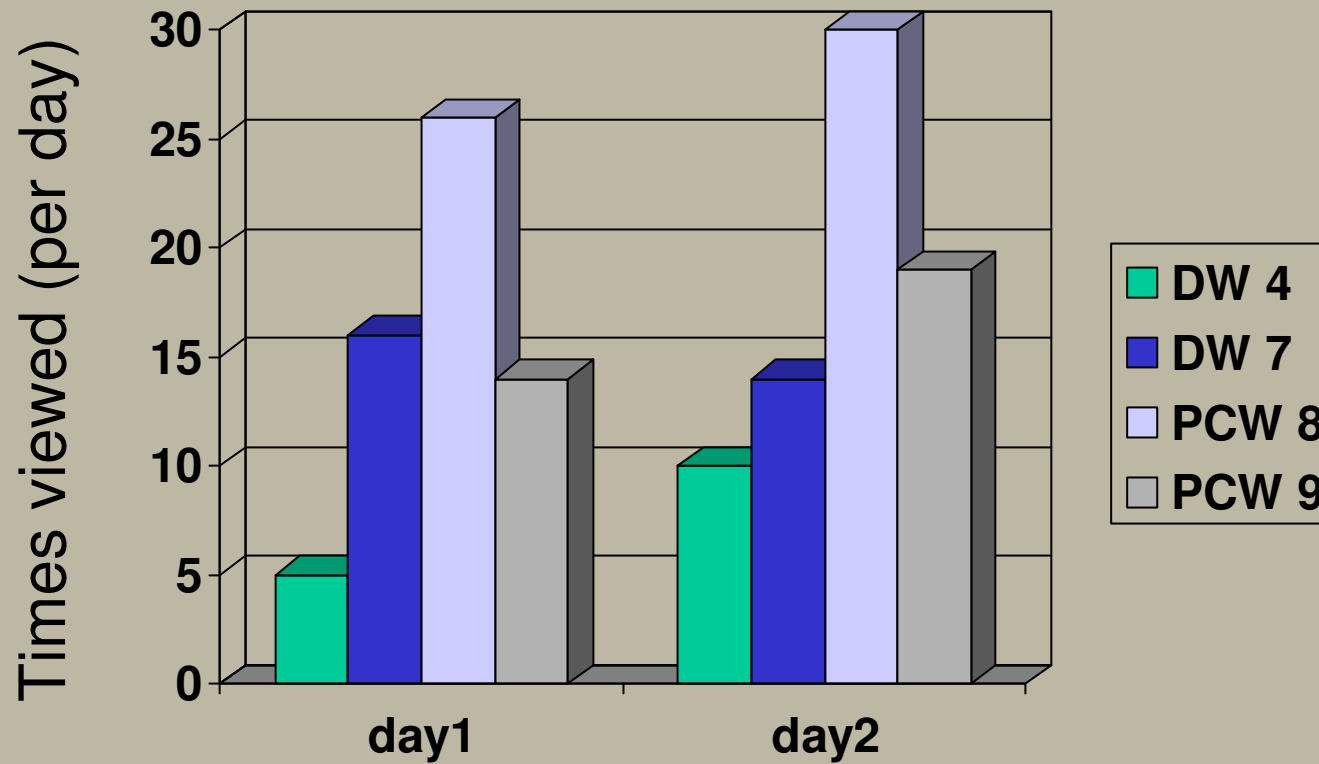
Attentive Displays aMovies log file example



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Retail Analytics with Interactive Systems

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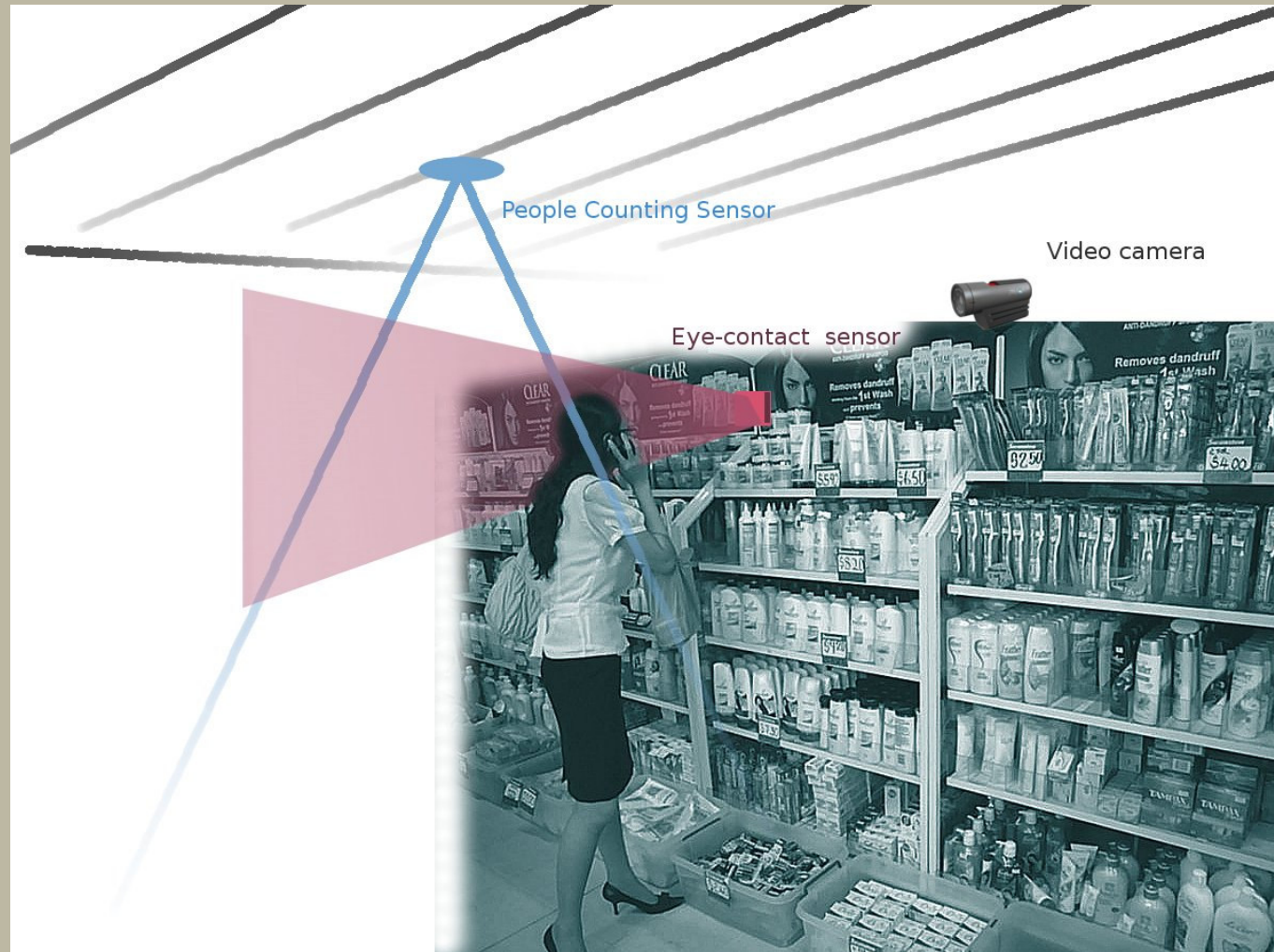




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Retail Analytics Using Smart Sensors I

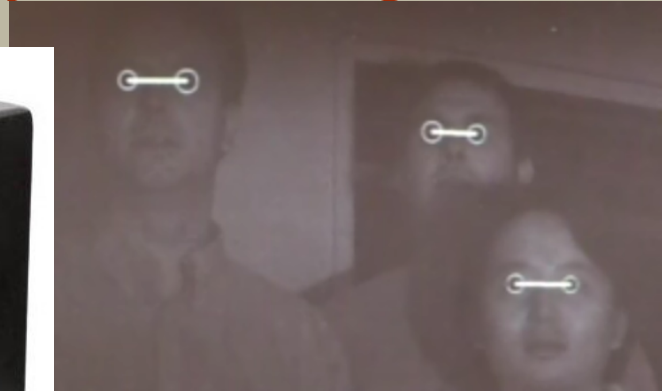




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Retail Analytics Using Smart Sensors II



Smart sensors by Irisys, Xuuk and Positive Science



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Attentive and Interactive Advertising: What is the Future?



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Digital Advertising: CBS Outdoor

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*CBS Outdoor Alive Channel in the London Tube
(<http://www.cbsoutdoor-alive.co.uk/>) showreel - see video film*



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Personalised Advertising: Minority Report



Minority Report (Steven Spielberg) - see video film



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Contact Details

Dr Stavri Nikolov

Attentive Displays Ltd

15 Pozitano Street, Sofia 1303, Bulgaria

E: sofia@attentivedisplays.com

T: + 359 2 9815489

19 Portland Square, Bristol BS2 8SJ, UK

E: bristol@attentivedisplays.com

T: + 44 117 944 3194

W: www.attentivedisplays.com