

where information meets you



Universidade do Minho SPINOFF

SPECTRALBLUE

P E R V A S I V E T E C H N O L O G I E S

spectralBlue Urban Computing approach assumes the ability to electronically “read” spaces, extracting information and producing knowledge about them and their status.

We are actively working in new devices able to read spaces and focused for particular needs.

This document is a sample of our research in the area of **urban probes**. This issue is not finished with the products herein presented. More new stuff is about to come!



Impact evaluation at the shop floor and exhibition sites

Objective

Impact evaluation on people that passes near a setting.

What you measure

Impact in this context means the number of people that actually stares to a particular setting, installation or shop.

It is feasible to detect number of people passing by, number of people that stops near the setting, and number of people that actually stares, along with the staring time.



You get an accurate measure of the attention your setting is calling up. You get an accurate measure of the place potential to attract viewers, as a function of surrounding population along time of day

Measurement of presence time

Objective

To measure permanence time of people in a particular area

What you measure

Beyond measuring presence time of each individual, you can get figures for average permanence time, maximum and minimum permanence time,





Visitors

Objective

Measure of daily visitors as a function of time.

What you measure

You get a time distribution of visitor arrival, providing a good perspective of “heavy traffic” and quiet spots along the day.

What

On-line service that extracts information and knowledge about a particular space or area using multi sensor probes.

The information is obtained on-line using a browser.



Who

Shopping places of all kinds.

Audience measuring companies.

Advertising companies that need feedback information about their campaigns
de advertising.



How

Using one or several probes of different technologies that monitor the space nearby.
These probes must possess IP connectivity.