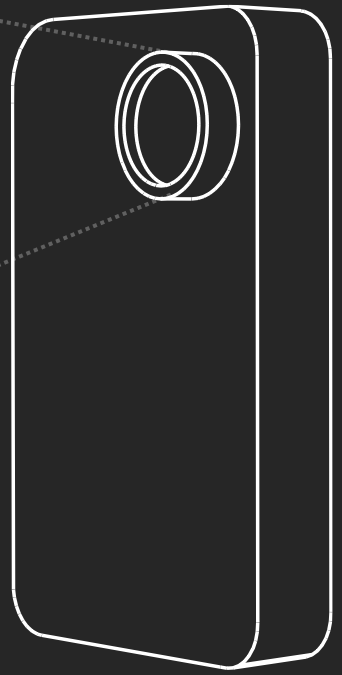
GRAIL SOLUTIONS

dorthy

know your customers

What is Dorthy

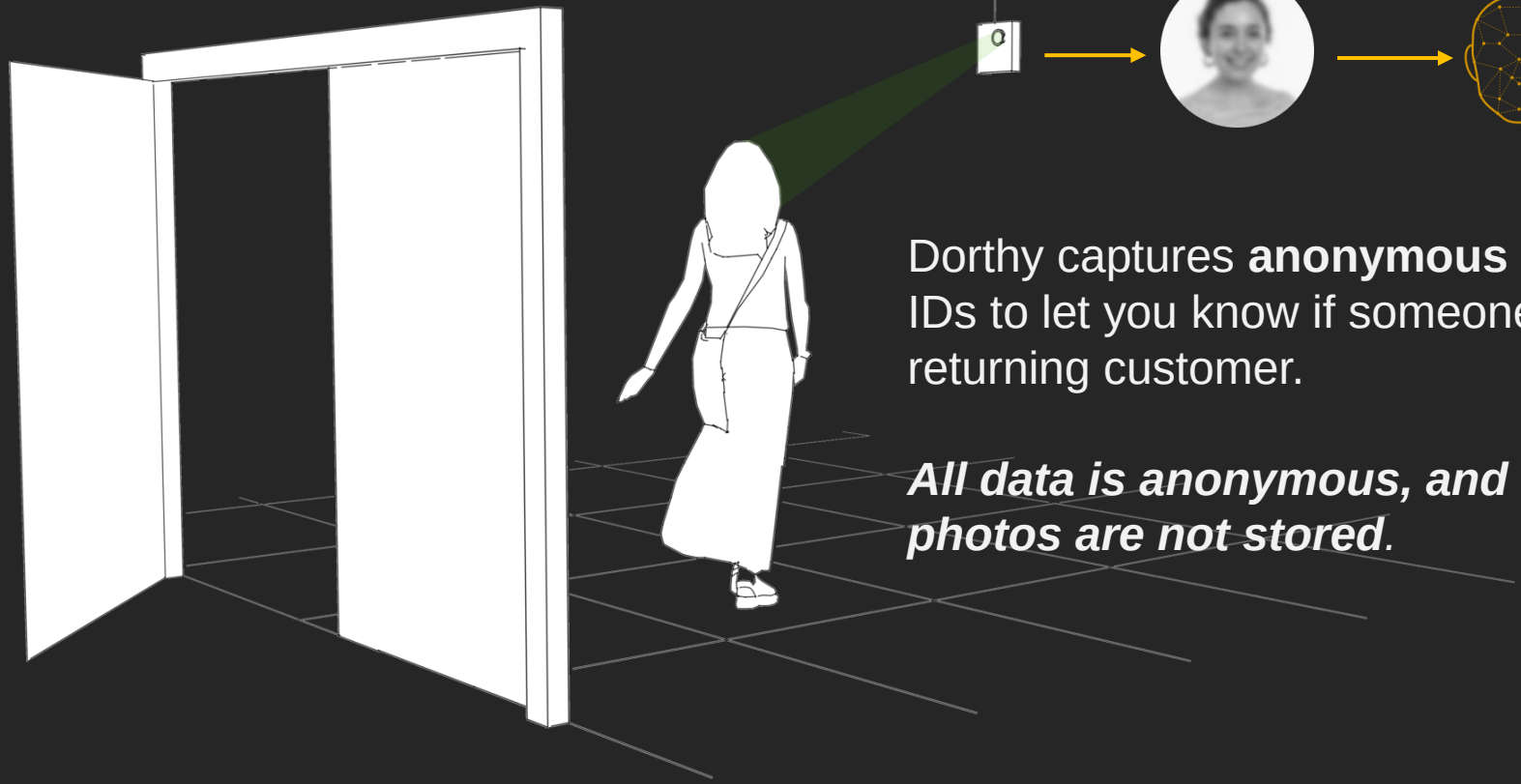
Dorthy is a cloud-based visitor recognizer that helps you know your customer. It scales for multiple entrances, store locations, and stores.



- See real-time analysis of new vs. existing customers.
- Know how long each customer spent in your store.
- Measure the effect of ad campaigns with traffic analysis.

dorthy

How Dorthy Work



Dorthy captures **anonymous** face IDs to let you know if someone is a returning customer.

All data is anonymous, and photos are not stored.

dorthy

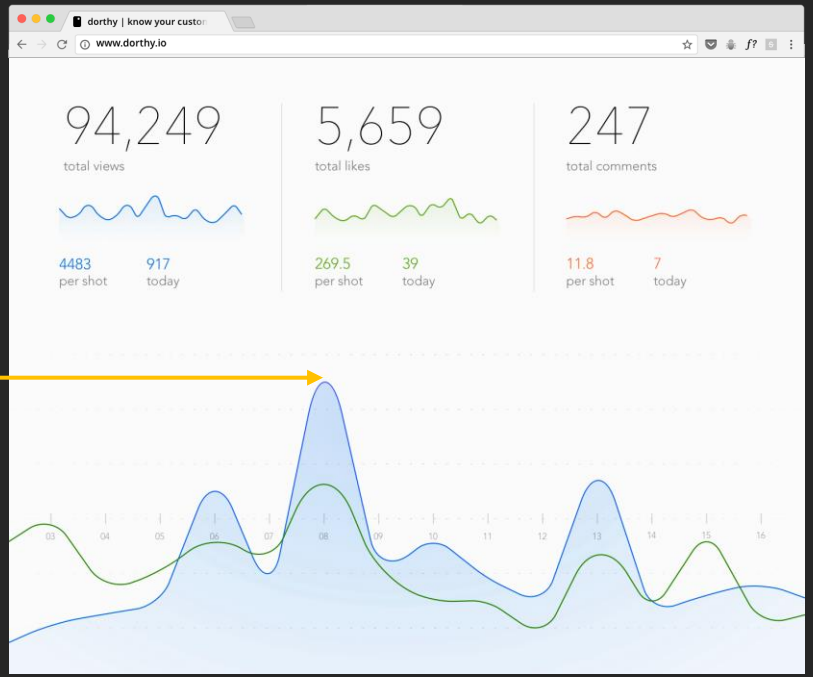
How dorthy works

face ID

3124123

Today

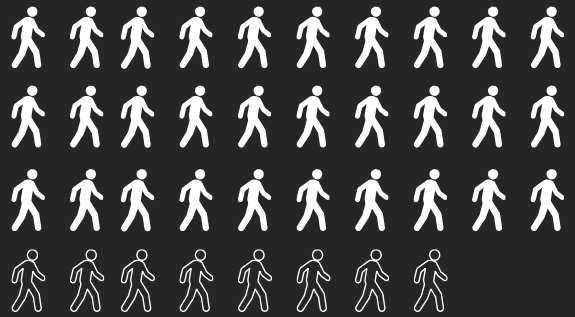
01/20/2018
01/12/2018
01/03/2018
12/18/2017
12/05/2017
12/01/2017

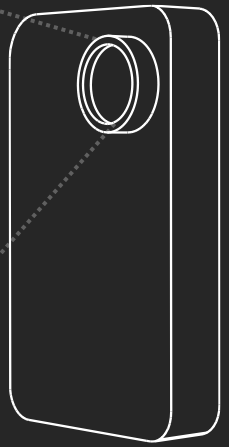


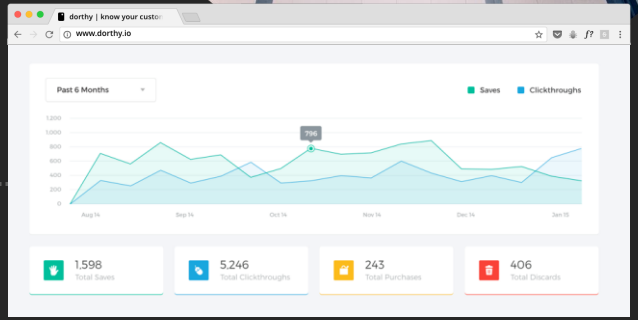
dorthy

What dorthy can do for your business

Know the difference between
new and **returning** customers in real time.



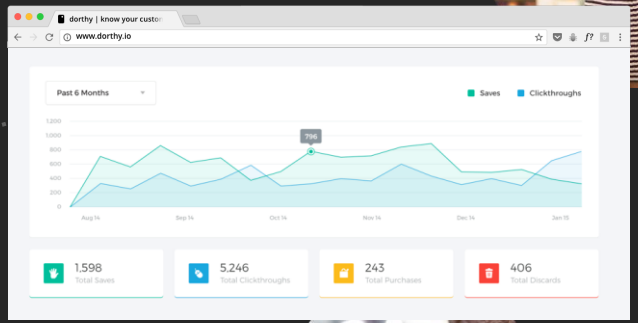




dorthy

What dorthy can do for your business

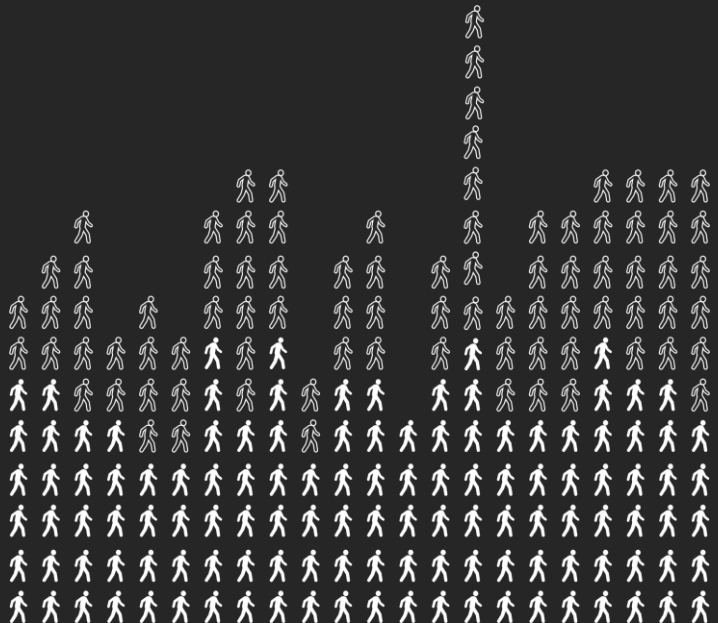
See how long each customer spent in your store.

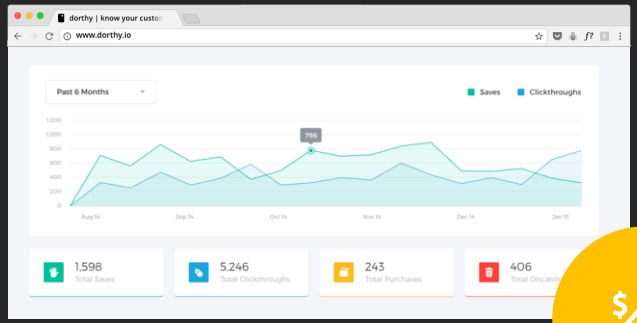


dorthy

What dorthy can do for your business

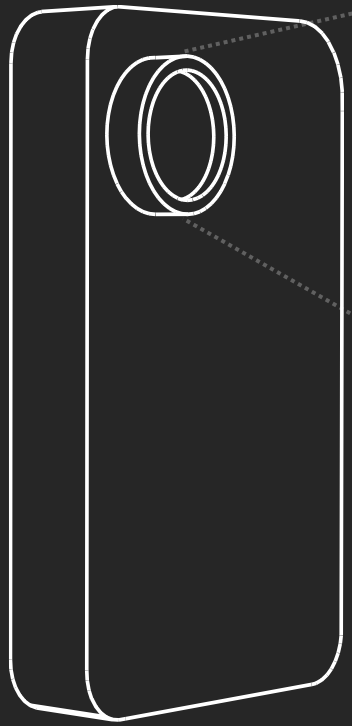
Measure the effect of ad and campaigns against traffic analysis and customer types.





dorthy

Privacy



Do you store pictures of my customers?

No. The moment a face image is used by the computer algorithm to determine if the computer has seen it before or not, the face image is thrown away.

Do I require a legal release to capture a face image?

No. Their image in your store is used to run your business the same as a security camera would be used.

Can the computer algorithm create a picture of a customer?

No. The computer algorithm takes in a face image and characterizes it with numbers. It is not possible to make a drawing or image from the numbers.

dorthy

GRAIL SOLUTIONS

Questions?

www.Grail.Solutions

dorthy