Digital Billboard Company Innovates with Axis and Milestone Integrated Video and IBM Audience Analytics

The Challenge: When it needed a targeted campaign to attract the attention of potential buyers on their way to the Melbourne airport, Porsche worked with billboard supplier oOh! Media, the largest audience-reaching digital advertising network in Australia. It has a diverse product offering across road, retail, airport, café, venue, study, social sports and experiential opportunities throughout Australia and in New Zealand.

Porsche wanted to take advantage of the flexibility and creativity that digital billboards provide. The challenge to oOh! was to create a smart billboard that was able to detect Porsche vehicles and display a custom message to their existing customers. To accomplish this, oOh! searched for technology that was capable of analyzing all oncoming vehicles to identify potential customers, and fast enough that they could display targeted content to those vehicles in seconds.

The Solution: Melbourne marketing technology firm Intelliscape was hired to create the billboards. John McGiffin, Managing Director at Intelliscape, designed the solution, which included Axis Q1615E network cameras mounted on the billboard. The cameras feed into Milestone XProtect Corporate video management software (VMS) whose open platform enables interoperability with other systems. McGiffin's solution integrates the VMS with his proprietary tool for car recognition that can pattern-match the vehicles against a database of known cars. McGiffin also employed IBM video analytics, forming a powerful, tailored solution.

The Advantages: The custom-integrated solution immediately recognizes the targeted audience and delivers custom billboard advertisements accordingly. The Axis cameras provide high-resolution shots of the cars, and the feeds can be viewed and shared easily with the Milestone software. Milestone is able to manage different streams and resolutions without delays or technical difficulties.

Benefits of Open Platform Architecture

McGiffin is currently using Axis cameras on the billboard, but appreciates the flexibility that Milestone's open platform affords. The software supports over 150 different brands of network video cameras in thousands of models.

"This is the first pilot project with oOh! Media, but this security solution is portable," McGiffin says. "I like the idea that I can choose any camera vendor for other projects based on cost and functionality and be confident that integration will go smoothly. It's a great thing not to have to worry about."

Ease of Use Impresses Partner and Customer

McGiffin is no stranger to traffic monitoring. He designed a system that used IBM video analytics to monitor people in supermarkets, specifically focusing on customer traffic at certain times of day as well as people's age and gender.

"I first heard about Milestone through IBM," McGiffin says. "They did all of their testing with Milestone. When I started looking into it, I saw how powerful a platform it is. I also found it to be really intuitive and easy to use."

John Purcell, Commercial Director at oOh! Media, says he was also impressed with Milestone's video management capabilities.

"When John first showed us the VMS, I was amazed at what was possible," Purcell says. "It's easy for us to both look at our audience and provide quantitative data to our advertisers."

Looking to a Smarter Future

Purcell and McGiffin both see this project as the beginning of an exciting new trend.

"There's lots of interest in how to make billboards smarter," Purcell says. "With technology such as this providing us the ability to monitor and analyze traffic, we are looking at how this could create amazing new opportunities for our advertisers to connect to our audiences."

Purcell says that European companies have already expressed interest in purchasing the proprietary solution, and Porsche has been so pleased with the campaign that discussions about expanding the solution worldwide are under way.

"I've been swamped with offers to purchase the solution John has created," Purcell says. "It's an exciting time for digital advertising. There is a lot of potential to push it further, and Milestone video technology is right at the heart of it all."

This project by oOh! Media, Intelliscape and Milestone Systems was awarded the 2015 SSI Awesome Applications award, which is geared toward providing vendors a platform to demonstrate actual, unique real-world deployments of their products in a problem-solution scenario. SSI Awesome Application Awards distinguish those manufacturers and vendors whose electronic security solutions have been proven in the field to meet security, safety or other organizational needs for end users.

For more information, please see www.axis.com, www.digitalexperiences.com.au/, www.oohmedia.com.au and www.milestonesys.com.

About Milestone Systems

Milestone Systems is a global industry leader in open platform IP video management software, founded in 1998 and now operating as a stand-alone company in the Canon Group. Milestone technology is easy to manage, reliable and proven in thousands of customer installations, providing flexible choices in network hardware and integrations with other systems. Sold through partners in more than 100 countries, Milestone solutions help organizations to manage risks, protect people and assets, optimize processes and reduce costs. For more information, visit: www.milestonesys.com.

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