



**Crowd
Detect**
Always
the right
level!

Always the right **volume off the speakers**

Music in the store, supermarket, hardware store and catering determines the atmosphere, promotes the length of stay and is also used as a commercial instrument for activation and branding.

It is therefore essential that the music and (commercial) audio messages always be audible on the store floor, at any time of the day!



**Many studies show that music
with commercial audio activation:**

- ++ makes new brands and products known faster**
- ++ creates extra attention for weekly offers**
- ++ contributes to the PREMIUM feeling**
- ++ allows for a longer stay**
- ++ stimulates impulse purchases**

With CrowdDetect from Instore Media, it is automatically volume adjusted based on current store occupancy. So you always reach your customers in the most pleasant way.

At busy times, the volume is increased, so that the music and your (commercial) messages like Ad inserts always get the maximum attention, without being overpowering or disruptive.

*Too loud or
too soft music
can be disturbing
be experienced
by your customers.*

Instore Media

CrowdDetect

Never too hard or too soft

The unique tool CrowdDetect continuously measures the audio level on the shop floor. CrowdDetect can be linked to the Instore Media playout system, as well as to third-party audio systems.

Our installers adjust the system in advance based on your wishes and the size of the shop floor by means of a baseline measurement. When it gets busier on the shop floor and the noise of visitors increases, CrowdDetect gradually adjusts the audio level.

Your own audio messages but also the Ad-inserts of your brands and suppliers always get attention they deserve... and what they pay for.

A guaranteed reach...
clearly audible...
at any time of the day!

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Think global act local

Based on the ambient noise, CrowdDetect measures continuous occupancy on a store feed.

The measurement results are also a wealth of information for marketing strategy policy. After all, people know at what time the shop floor is crowded and when not. The measurement results are simple can be viewed with our online traffic manager.

The results can be seen per branch and can thus be viewed at a local level make adjustments to the marketing and strategy policy to optimize store occupancy.

One player to rule them all!

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Let's do **Business!**

CrowdDetect from Instore Media is unique and works completely independent. This way you always have the perfect audio level without turning the knobs yourself.

In addition, the continuous measurement results also indicate an overview of your store occupancy, at any time of the day.

Ask for the possibilities!

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