

## **OMRON Human Vision Components (HVC-P2) Wins Two Awards at Viscom Italia 2017**

**February XX, 2018 News Releases**

**OMRON was awarded with two prizes at Viscom Italia 2017 for its Human Vision Components (HVC-P2), making it the only double award winner! This is the second award Omron's HVC-P2 has won in Europe, since the "ELEKTRONIK award (Germany)" in summer of 2016, attracting further interest in the field of image sensing for human condition recognition.**

**What is Viscom?**

**Viscom is the international trade fair for visual communication held every year in Europe, showcasing products and services such as signs, displays, and digital printing for advertising.**

**In October 2017, OMRON collaborated with its partner to put up a display booth at Viscom Italia 2017.**

**During the fair, OMRON participated in the international contest "DIVA (Display Italia VISCOM Award)"- which is one of the highlighted events of the fair- with its HVC-P2 embedded in a digital sign. HVC-P2 took second place in the "Digital Signage Devices" category and also won a special award for its unique design. OMRON was the only participant to receive two awards.**

**Exhibition Report**

**- Highly flexible technology that attracted the jury members -**

**The HVC-P2 was showcased by embedding it to a large digital display used in public spaces such as airports and shopping malls. The HVC-P2 estimates the "gender and age" of the person standing in front of the screen to display an ad according to the audience based on that specific demographics' characteristics.**

**For instance, when a young woman passed by the digital screen at the booth, the content of the display changed to a perfume advertisement, eventually guiding the viewer to a website of a popular Italian fashion magazine for**

women.

The HVC-P2 captured the attention of the jury members and received many questions from them. One of the questions given by the jury member was:

How will we know if the ad selected for the targeted viewer - based on the gender and age estimations - is truly effective or not?

That will not be a problem.

The signage showcased here today is only equipped with the "age and gender estimation" functions but there are actually ten key image sensing functions available in HVC-PC to recognize human conditions from various perspectives and by combining these functions, users are able to obtain attribute data not just by age and gender. However, another suggestion would be to simply enable the "expression estimation" function. This function alone can collect good sufficient customer information by combining the human behaviors such as expression changes and eye movements to help users evaluate and measure customer satisfaction.

HVC-P2 incorporates ten key image sensing functions using OMRON's proprietary image sensing technology "OKAO™ Vision". The combination of these functions allows HVC-P2 to be used under a variety of situations.

About the human image sensing technology "OKAO™ Vision" → [Click here](#)

The technology and the flexibility of HVC-P2 impressed the jury members which led to the double award win.

(One of the OMRON staff felt a strong positive response during the contest and knew right there that we will win this award!)

HVC-P2 caught the attention of not only the jury members but also the entire crowd that supported the win.

An article regarding the contest (with photos) is published on the Italian website: DISPLAY MAGAZINE.

All award recipients are introduced in the article. Please check it out!

**Viscom Italia Official Website (only in English and Italian) → [Click here](#)**

**Upcoming exhibition information (J-messe) → [Click here](#)**

**DISPLAY MAGAZINE (Italian) → [Click here](#)**

**OMRON Human Vision Components: HVC-P2 → [Click here](#)**

**Human image sensing technology: OKAO™ Vision → [Click here](#)**

**Do we need to include Omron contact information, since this is a news release?**