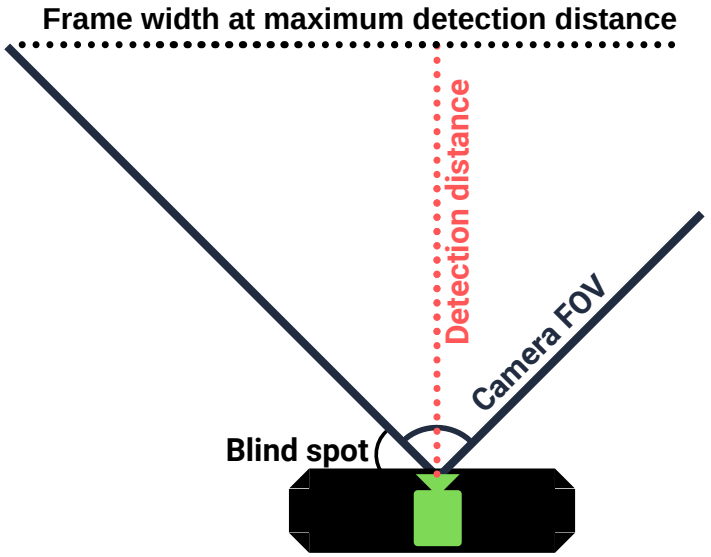
sightcorp

Camera Positioning
Retail

Different cameras can produce different detection distances based on resolution and field of view (FOV). Below you can see maximum detection distance for each camera and corresponding FOV.

Maximum detection distance refers to the distance from camera (vertical line) and maximum width refers to the size of detection area (horizontal line).

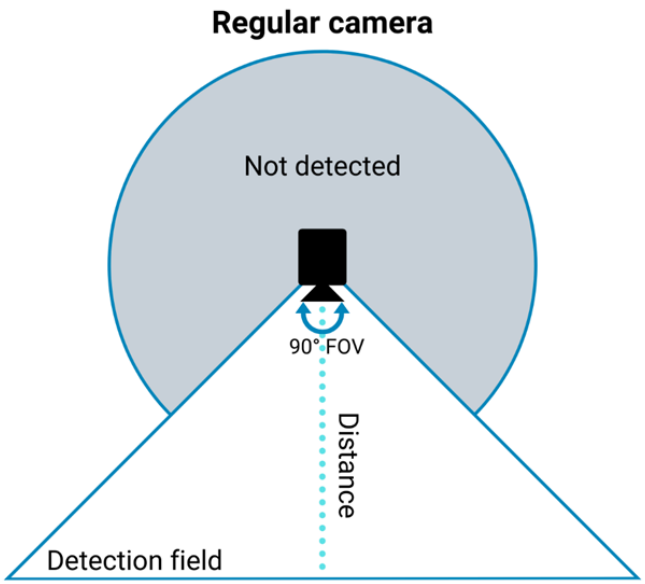
Camera	FOV	Max Distance	Max Width
UP HD	95°	6.5 m	14.2 m
Logitech C920	90°	6 m	12 m
Logitech BRIO 4K	82°	5.5 m	9.6 m
Axis FA4115 Dome Sensor Unit	55°	9.5 m	9.9 m
Axis FA4115 Dome Sensor Unit	99°	5 m	11.7 m

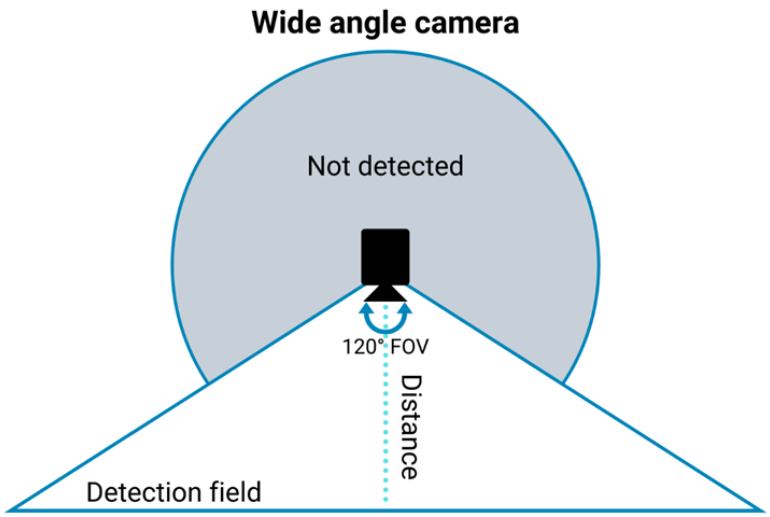


NOTE: The above tests were performed on live video using 1920x1080 resolution running on UP Squared with Intel ATOM x7-E3950 processor.

When selecting a USB camera for your digital signage, be mindful of the Field of View (FOV) capabilities. A narrower FOV of the camera results in a **longer detection distance** while a larger FOV results in **shorter detection distance** (see below).

This means that with a wide lens camera, you will only be able to detect faces at up to 5m whereas with a regular camera this can go up to 10m.





See more camera benchmarks

Retail Scenarios

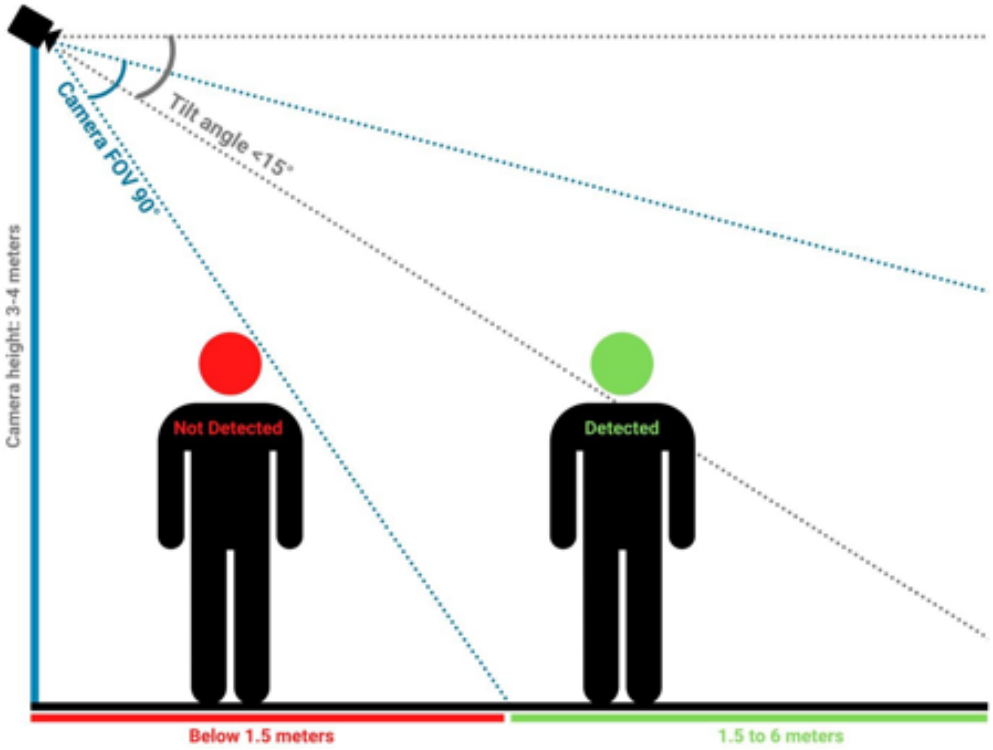


Figure 1

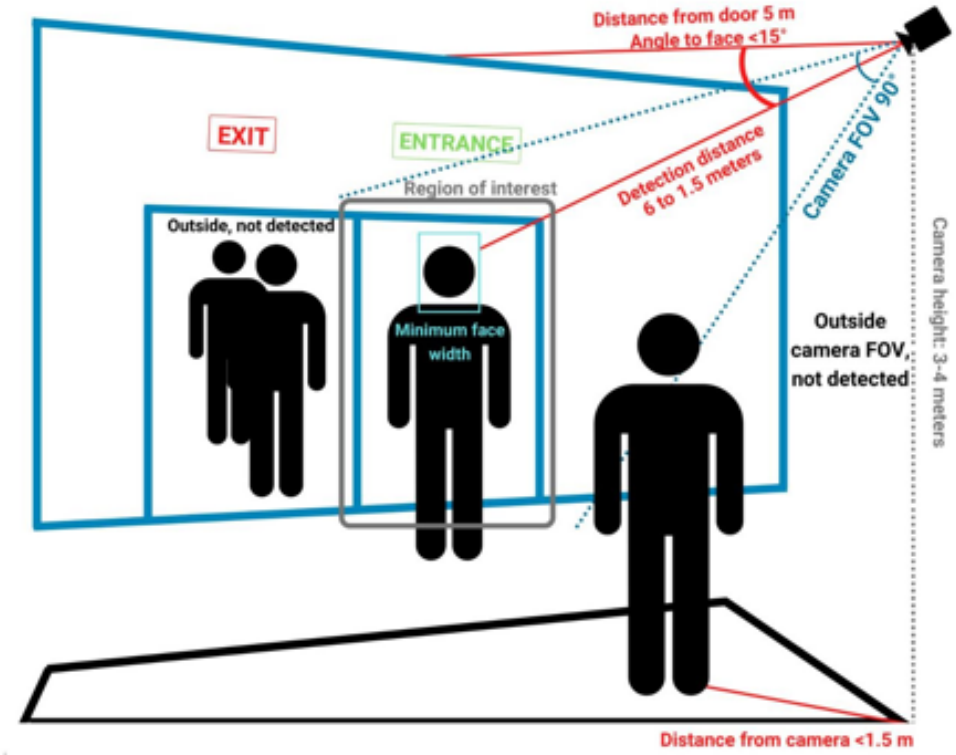


Figure 2

Camera positioning is an important part in **detecting store customers** accurately and aggregating meaningful data

Position the camera above the exit looking in, to avoid capturing people outside the store

Explore the Toolkit functions that enable you to aggregate more relevant data:

- Minimum / maximum face size
- Region of Interest (ROI)

sightcorp

There are many different camera types on the market that work with the Toolkit, but to make your decision easier, below is a list with a few preferred models per industry that we and our clients use frequently:

Digital Signage:

Logitech HD Pro Webcam C920

Logitech webcam BRIO 4K Ultra-HD

UP HD camera

ELP WDR Dual Lens 1080P USB Camera

DOOH:

AXIS F Series cameras

AXIS F1005-E (outdoor)

AXIS F1015

Hikvision Covert Network Camera

Retail:

AXIS FA Series cameras

AXIS FA4115 Dome

Hikvision Pro Series cameras

CLICK HERE for camera benchmarks