

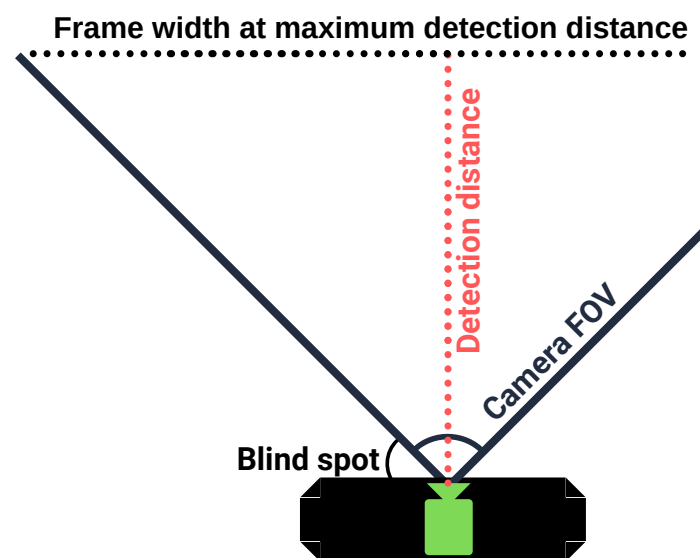
Camera Positioning

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.

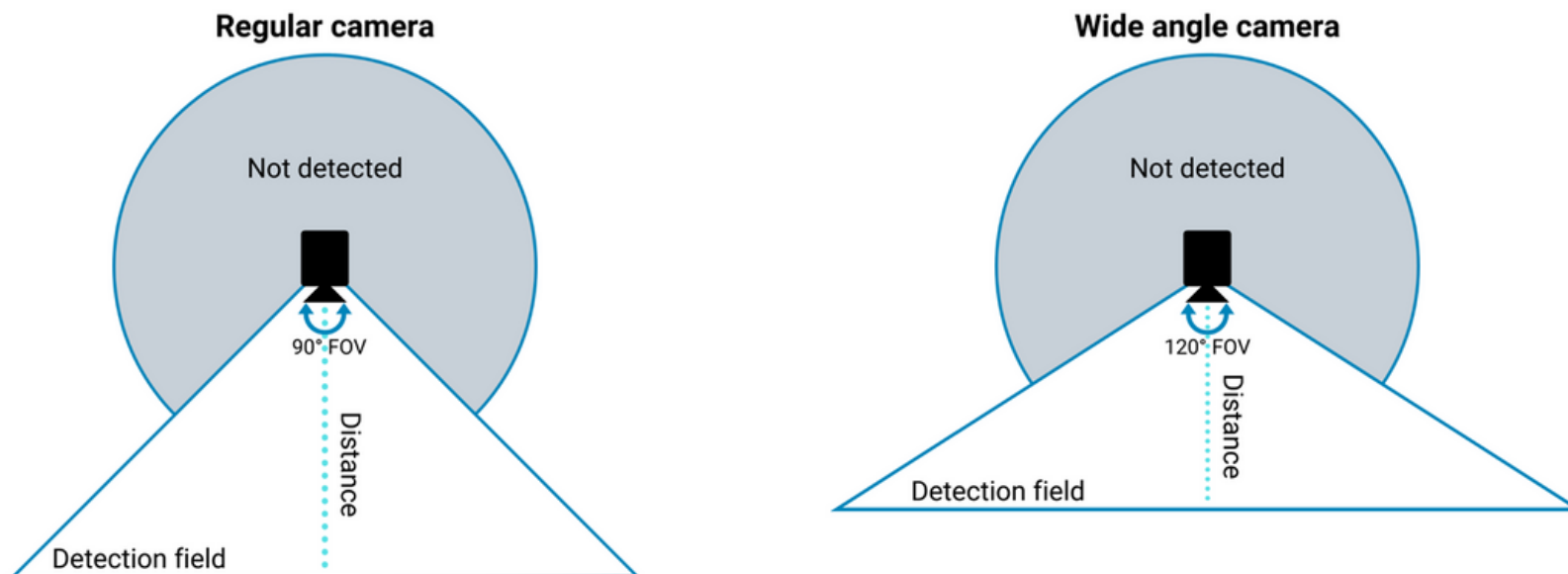
Maximum detection distance refers to the distance from camera (vertical line) and maximum width refers to the size of detection area (horizontal line).

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



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

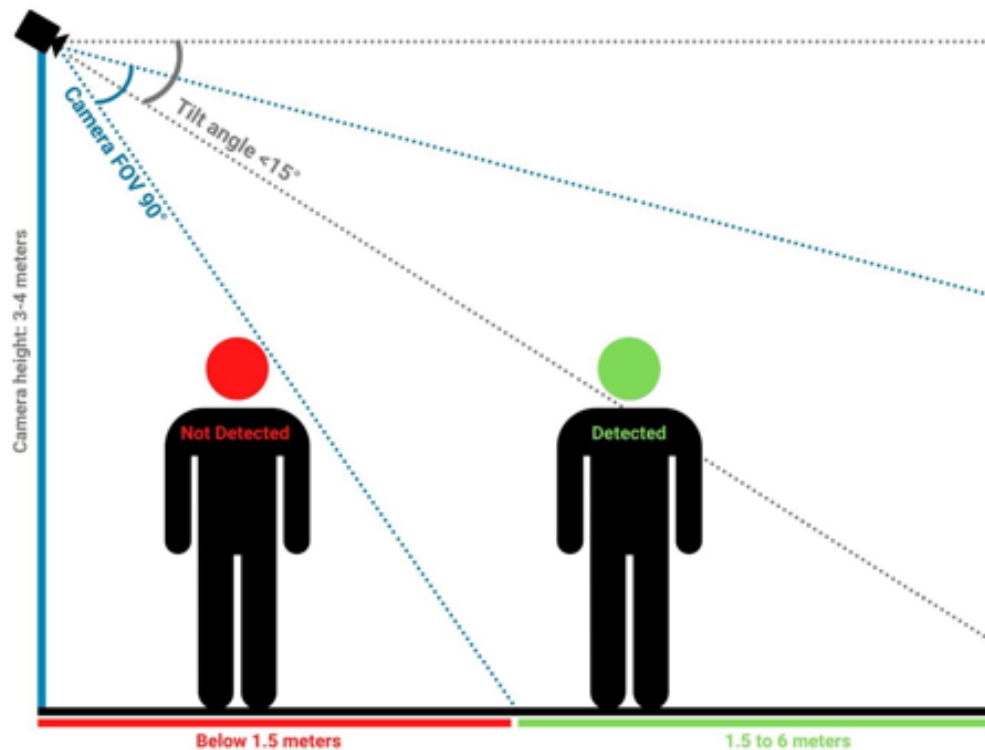


Figure 1

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

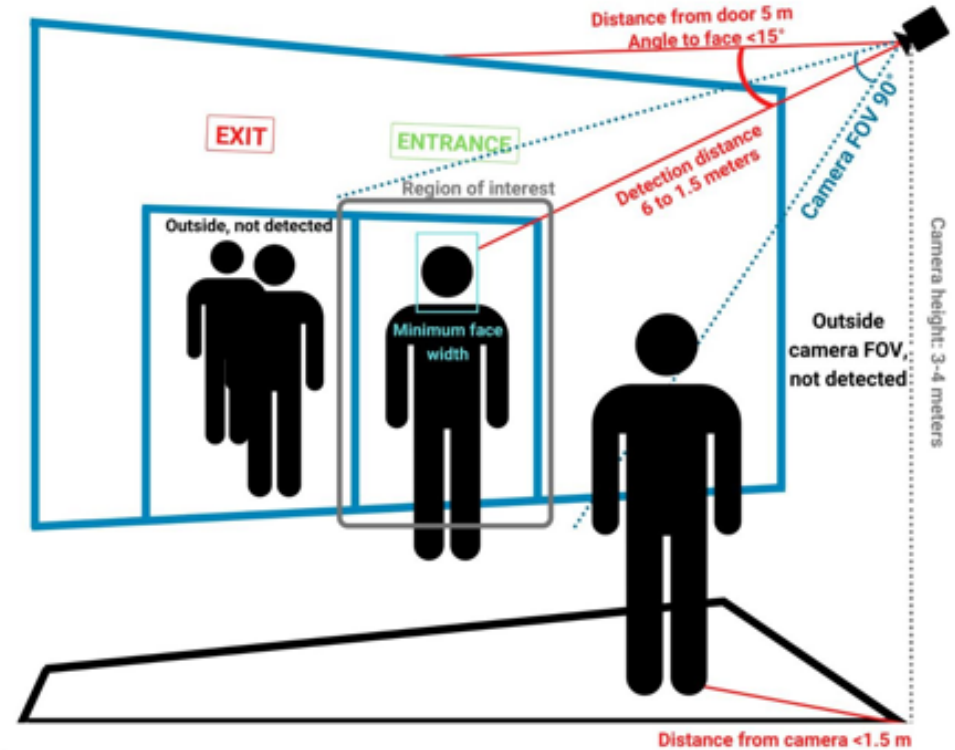


Figure 2

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

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

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](#)

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