



HumanVU

See People Clearly



HumanVu

Sign in to your account

Email

Password



Sign In

or


Demo Mode (No Backend)

Don't have an account? [Sign up](#)

[Download the client application](#)


Let's get started

STEP 1 OF 6 ×


 **Welcome to Dominate Insights**

Your AI-powered visitor analytics platform. Understand foot traffic patterns, engagement levels, and peak hours across your locations.

- Real-time anonymous visitor counting and trend analysis
- Attention tracking and engagement scoring
- Multi-branch support for all your locations
- No personal information is collected or stored


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STEP 2 OF 6 ×

 **Set Up Cameras**

Register cameras from the Cameras page, then install the desktop client on each machine with a webcam.

- Click "Add Camera" to generate an API key
- Download the client app from the Downloads page
- Enter the Camera ID and API key in the client

 [< Back](#) [Next >](#)

Analytics

Facial Recognition



STEP 3 OF 6



Analytics Dashboard

Your main hub for visitor insights. Filter by time period and branch to see trends at a glance.

- Total visitors, unique viewers, and peak hours
- Aggregated demographic insights (estimated age groups, sentiment)
- Engagement tiers: Glancers, Browsers, and Engaged



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STEP 4 OF 6



Face Recognition

Recognise returning visitors to measure repeat foot traffic. No photos or personally identifiable information is ever stored.

- Only anonymous numerical embeddings are kept — images are discarded immediately
- Returning visitors are counted without identifying who they are
- Assign optional labels for your own reference (e.g. "Staff", "Regular")
- Fully POPIA-compliant — no personal data is collected




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Windows / Linux

STEP 6 OF 6 ×


 **Desktop Client**

The Dominate Insights client runs on Windows and Linux. It auto-updates when new versions are released.

- Runs face detection locally — no video leaves the device
- Only anonymous analytics data is sent to the server
- Auto-updates silently in the background

◀ Back Get Started

STEP 5 OF 6 ×

 **Branches & Multi-Location**

Organize cameras across multiple physical locations and compare performance.

- Create branches for each store or site
- Assign cameras to branches for grouped analytics
- Filter the dashboard by branch to compare locations

◀ Back Next ▶

Organised

Analytics Dashboard

Monitor your retail traffic and demographics

All Branches

All Cameras

Today

Total Viewers



342

Unique Viewers



246

Avg. Attention



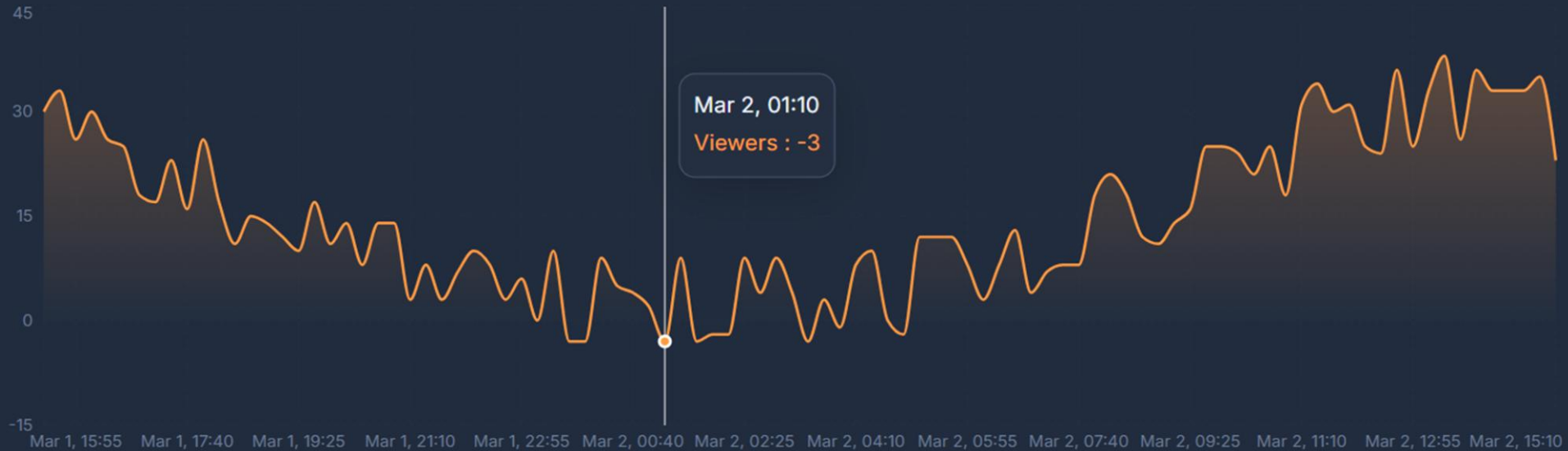
7.2s

Peak Hour



15:00

VIEWER TRAFFIC



Analytics

👁️ CAMERA STATUS

● Main Entrance
Online

● Aisle 3 - Electronics
Online

● Food Court
Online

● Escalator Area
Online

● Checkout Area
Online

● Parking Entrance
Online

● Security Desk
Online

● Exit Gate
Online

● Staff Entrance
Online

● Parking Lot RTSP
Online

🎯 ENGAGEMENT DEPTH

Glancers (<2s)

501 (45.0%)



Browsers (2-10s)

390 (35.0%)



Engaged (>10s)

222 (19.9%)



Min

500ms



P25

1.8s



Median

4.2s



P75

9.5s



P90

18.0s



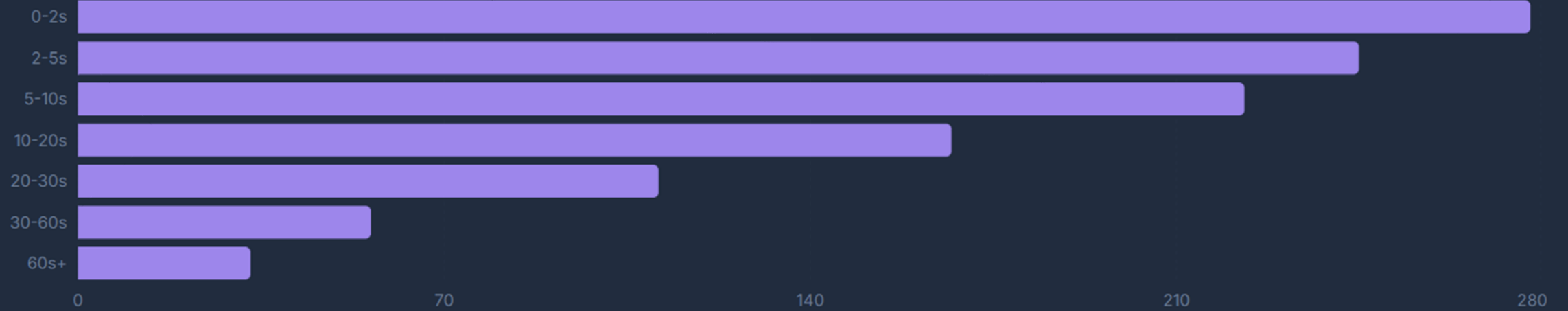
Max

45.0s

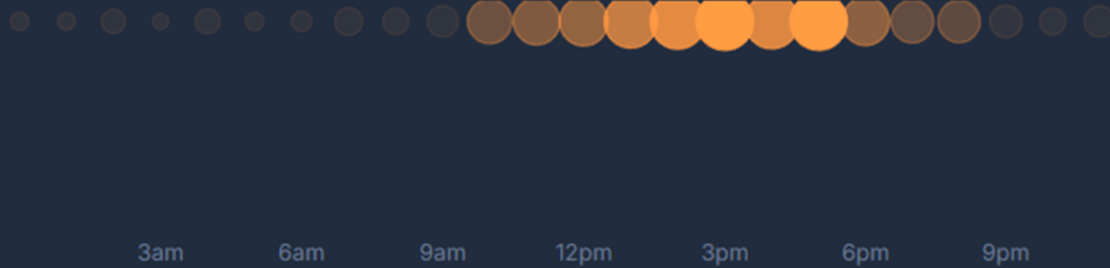


Analytics

DWELL TIME DISTRIBUTION



HOURLY TRAFFIC



Busiest: **3pm** (121)

DAY OF WEEK



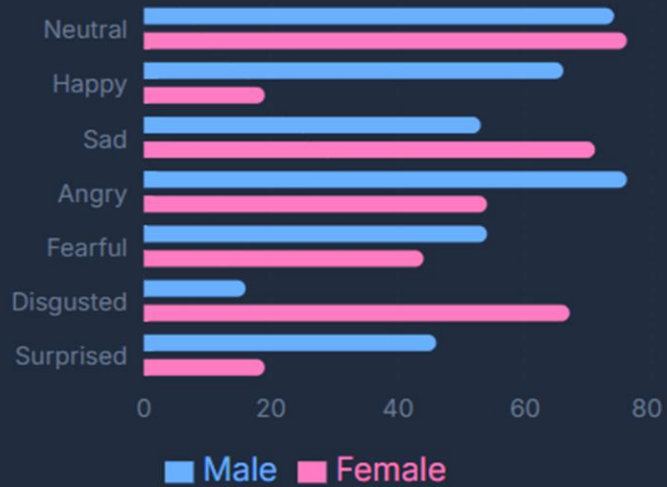
 TRAFFIC PATTERNS

Analytics

Analytics

DEMOGRAPHIC INSIGHTS

EXPRESSION BY GENDER



ENGAGEMENT BY AGE



EXPRESSION & ATTENTION



Analytics

Cameras

Manage your connected camera devices

All Branches

+ Add Camera

Mall of Africa (4)

4

Entry Counter: 4

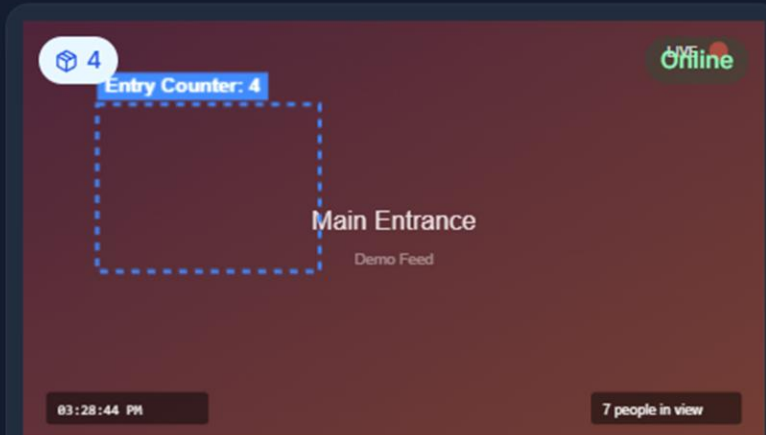
Online

Main Entrance

Demo Feed

03:28:44 PM

7 people in view



 **Main Entrance**
📍 Ground floor entrance

Last seen 3/2/2026, 3:23:39 PM

7

Display Wall: 7

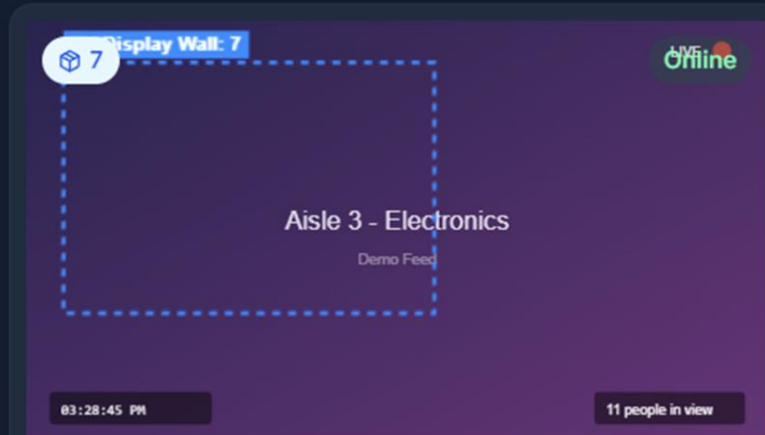
Online

Aisle 3 - Electronics

Demo Feed

03:28:45 PM

11 people in view



 **Aisle 3 - Electronics**
📍 First floor

Last seen 3/2/2026, 3:23:41 PM

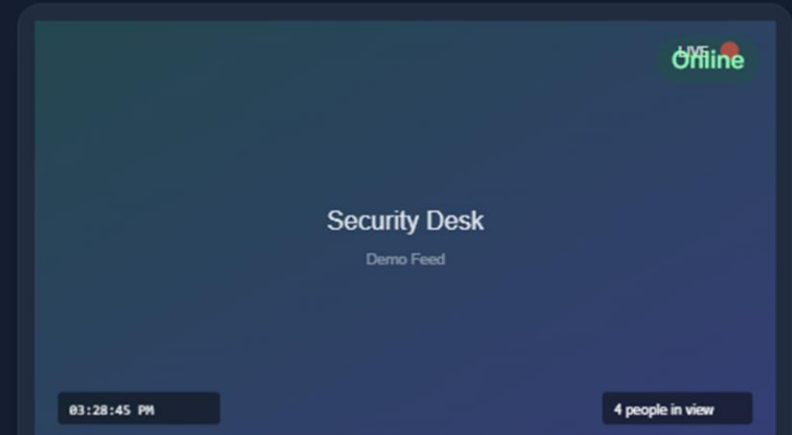
Online

Security Desk

Demo Feed

03:28:45 PM

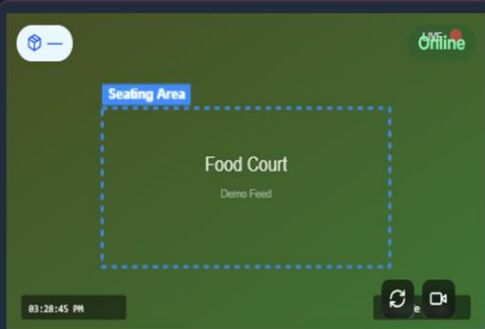
4 people in view



 **Security Desk**
📍 Ground floor reception

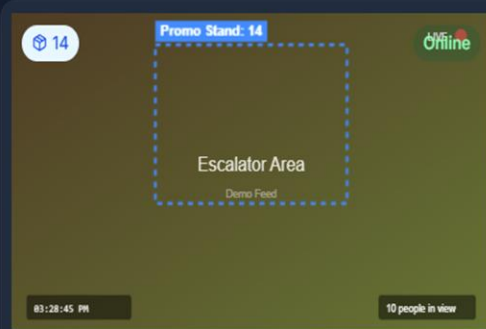
Last seen 3/2/2026, 3:23:40 PM

V&A Waterfront (3)



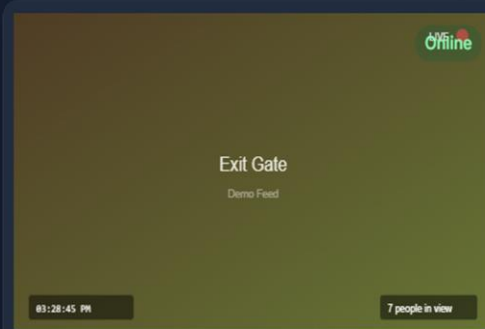
Food Court
📍 Level 2

Last seen 3/2/2026, 3:23:42 PM



Escalator Area
📍 Central atrium

Last seen 3/2/2026, 3:23:36 PM



Exit Gate
📍 Main exit, ground floor

Last seen 3/2/2026, 3:23:42 PM

Branches

Manage your store locations

+ Add Branch

 **Mall of Africa**



📍 Midrand, Gauteng

📷 4 cameras

📺 1 screens

 **V&A Waterfront**



📍 Cape Town, Western Cape

📷 3 cameras

📺 0 screens

 **Sandton City**



📍 Sandton, Gauteng

📷 3 cameras


📺 1 screens

Simple effective control


The screenshot shows a video management dashboard with a sidebar on the left containing navigation items: Dashboard, Cameras, Branches, Videos (highlighted), Media Players, Billing, Users, Downloads, and Settings. The main content area is titled 'Videos' and includes a sub-header 'Manage uploaded video content'. In the top right of the main area, there are two buttons: 'Auto-Detect Targeting' and '+ Upload Video'. Below this, three video items are displayed in a grid:

Video Name	File Size	Duration	Targeting	Upload Date
summer-sale-promo.mp4	14.3 MB	0:30	Female, 18-34	2/16/2026
new-arrivals-2026.mp4	21.0 MB	0:45	No targeting	2/23/2026
store-welcome.mp4	7.6 MB	0:15	No targeting	1/31/2026

Cue your videos for a chosen
Demographic setting

 Dashboard


 Cameras

 Branches


 Videos

 **Media Players**

 Billing


 Users

 Downloads

 Settings

Media Players

Manage your Android TV media player devices

 **Mall of Africa** (1)



Entrance Screen

● Online

Camera

Main Entrance

Last seen

3/2/2026, 3:23:34 PM

 **Sandton City** (1)



Checkout Display

● Online

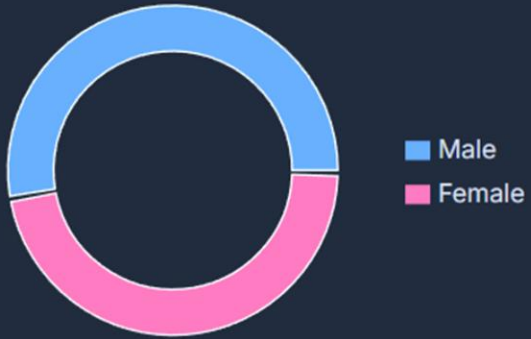
Camera

Checkout Area

Last seen

3/2/2026, 3:23:29 PM

GENDER DISTRIBUTION



AGE DISTRIBUTION



EXPRESSIONS



ADVERT PERFORMANCE

VIDEO	TARGETING	TOTAL PLAYS	UNIQUE VIEWERS
▶ summer-sale-promo.mp4	female 18-34	227	200
▶ new-arrivals-2026.mp4	25-54	340	121
▶ store-welcome.mp4	All	433	175

Analytics

Setup Instructions

- 1 Download and install**
Download the appropriate version for your platform and run the installer.
- 2 Register a camera**
Go to the Cameras page and click "Add Camera" to get an API key.
- 3 Configure the client**
Enter the API key in the client application to connect it to your dashboard.

System Requirements

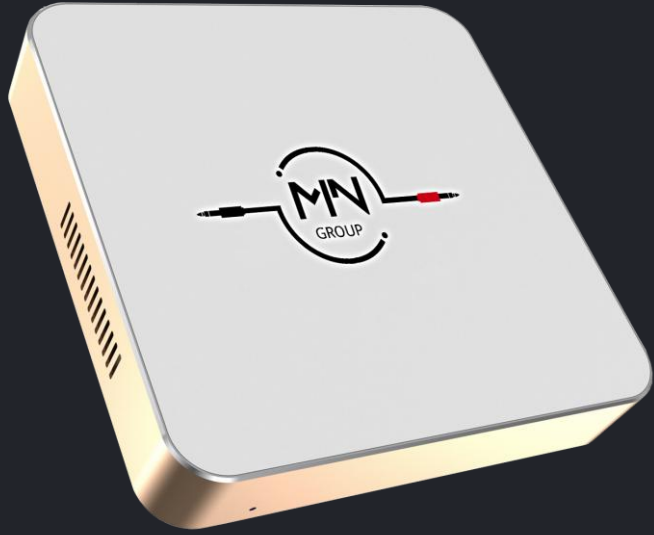
Windows

- Windows 10 or later (64-bit)
- 4GB RAM minimum
- USB or built-in webcam
- Internet connection

Linux

- Ubuntu 20.04+ or equivalent
- 4GB RAM minimum
- USB or built-in webcam
- Internet connection

Simple.



i3 PC with 8 gigs of ram



Connect both to your network



IP Camera or DVR



Where do you start?

Add New Camera

Client Camera Network DVR IP Camera

DVR IP Address
e.g., 192.168.1.100

HTTP Port: 80 Channel: Channel 1

Username: admin Password: (blank)

Camera Name
e.g., Office DVR Ch1

Location (optional)
e.g., Office Reception

Snapshot Interval
3 seconds (default)

Branch (optional)
No branch

DVR

Add New Camera

Client Camera Network DVR IP Camera

RTSP URL
rtsp://192.168.1.50:554/stream1

Username: admin Password: (blank)


Camera Name
e.g., Parking Lot Camera

Location (optional)
e.g., Front Parking

Frame Capture Interval
5 seconds (default)

Branch (optional)
No branch

IP camera



30 days full access
Up to 2 cameras
No Credit Card Required
Full analytic access

HumanVU

See People Clearly



HumanVU

See People Clearly

MN
DIGITAL SERVICES

Control **Your** World