Hewlett Packard
Enterprise

HPE IDOL for face recognition

Automatically detect, analyze, and recognize faces in real time for security and business intelligence

Detection, recognition, analysis

Face detection and recognition
- One-to-one verification
- One-to-many identification
- Automatic face enrollment
- Scalability to large databases
- Fast real-time lookup response

Face analysis
- Demographic analysis
- Age bracket recognition
- Sex identification
- Ethnicity identification

Facial recognition based on **video and image analytics** enable public and commercial operations to close security gaps, while providing valuable business intelligence by delivering real-time, non-contact biometric identification and demographic insights. The rapid proliferation of higher-resolution cameras and the availability of low-cost computing power have virtually eliminated the need for cameras dedicated to face recognition, thus, simplifying the adoption, lowering the cost, and elevating the scalability.

From one-to-one person verification at border control stations to flagging individuals against watch lists to helping marketers understand shoppers' behavior, face-based data analytics lends itself to a wide range of high value-add applications across industries.

Intelligent face analysis

HPE IDOL provides a crucial advantage to enable the biometric identification of people, as well as a whole range of other security and commercial applications built around facial analysis. It identifies a face in real time from CCTV video feeds, and can perform one-to-one verification for biometric verification or one-to-many identification for the closest match from a database. It also allows automatic enrollment, enabling new use cases, like detecting loitering or repeat visitors.

HPE IDOL also provides demographic analysis to provide insights on age, gender, sentiment, and ethnicity for applications in customer analytics across a wide range of verticals.

Using HPE IDOL for face recognition

HPE IDOL is used across multiple law enforcement and border access control applications. The need for facial analysis powered by advanced data analytics is growing in a wide range of applications, both in the security domain as well as for marketing use cases. Some of the more common applications are:

- **Access control:** Face recognition can be used for biometric verification of people entering an area such as border access points or enterprise buildings. The system acts as an additional biometric trigger to detect people falsifying identity when entering a country or a building.

- **National identity systems:** Verify the identity of an individual receiving government payments such as social security or Medicare.

- **Individual tracking:** Identify faces from CCTV videos and perform one-to-many matches against a database to track flagged individuals across a large area.

- **Repeat visitors:** Automatically enroll new faces into the system database, allowing for alerts to be created if the same individual is seen multiple times in a given area over a defined period of time. This is highly applicable in retail environments for security threat detection.

- **VIP identification:** Identify high spenders entering a hotel or casino to enable delivery of differentiated customer service, thus increasing customer loyalty.

- **Customer segmentation:** Leverage face-based demographics analysis to understand the type of customers visiting different stores, or during different times of the day. Analysis can also provide unique insights in retail or hospitality environments, such as: "Did we see increased traffic after a campaign targeting a particular segment (e.g., age group, gender, or ethnicity)?"

- **People counting and heat map:** Count faces for flow control, analysis optimization, and heat map generation. Help address questions such as: "Does the promotional display generate an increased level of traffic at the targeted location?"

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