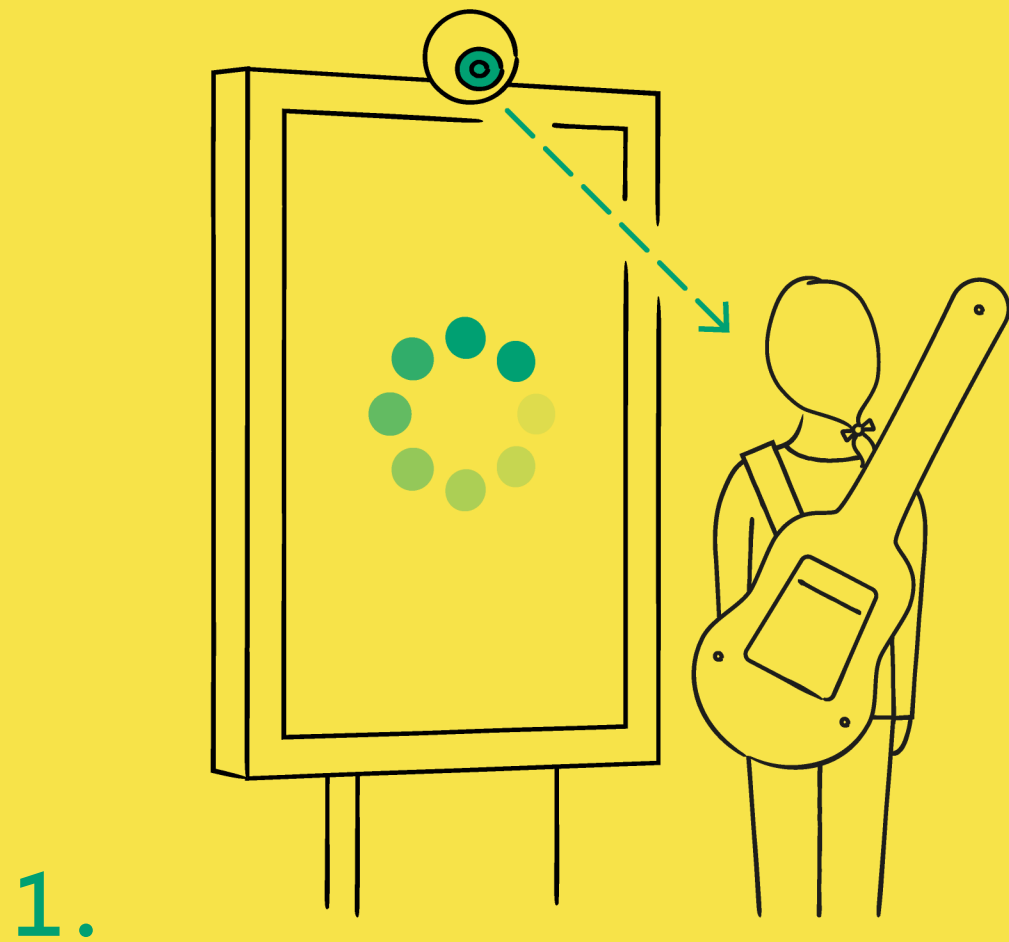


# LFR for marketing and advertising



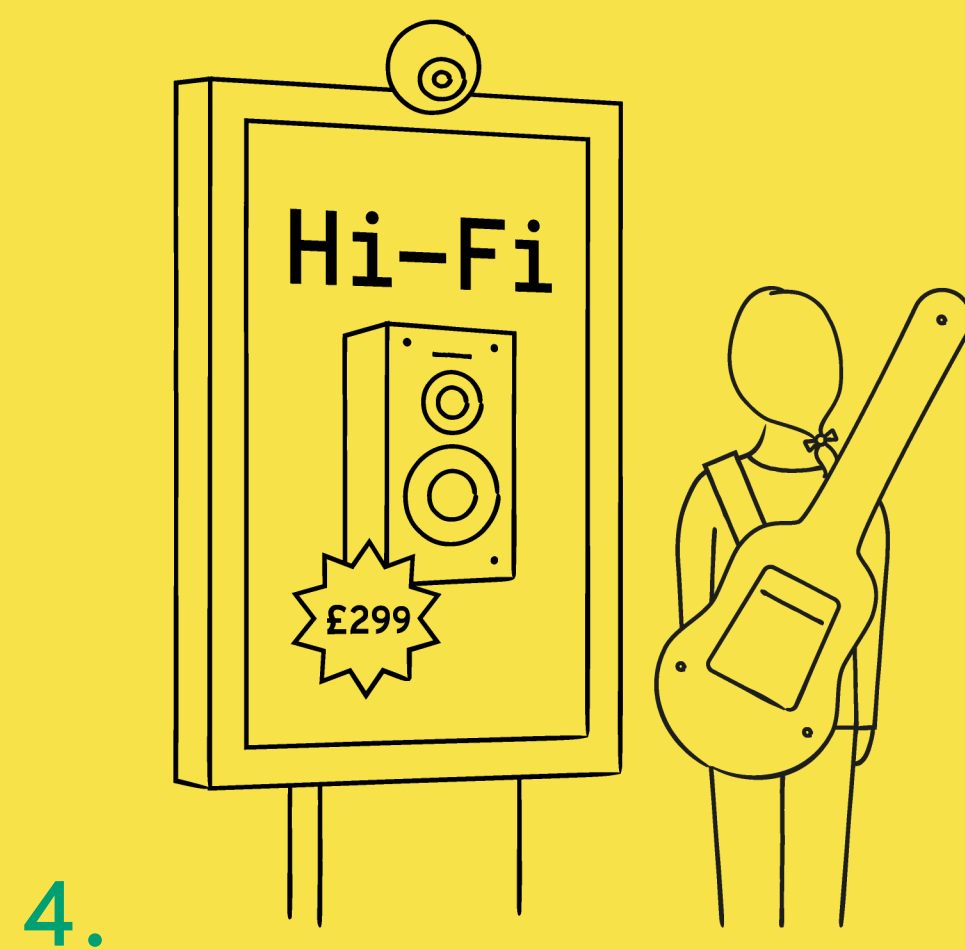
LFR systems can be used in combination with advertising billboards located in public spaces such as shopping centres or city centre streets.



LFR-enabled billboard detects a person engaging with it or passing by and scans their features.



LFR system analyses features such as age, sex, gender, ethnicity, and even clothing styles or brands to create a profile or categorise the individual.



Billboard displays real-time adverts based on that profile or the data is used for other marketing purposes.