

Proof of Concept “billboard detection”

For taxing purposes



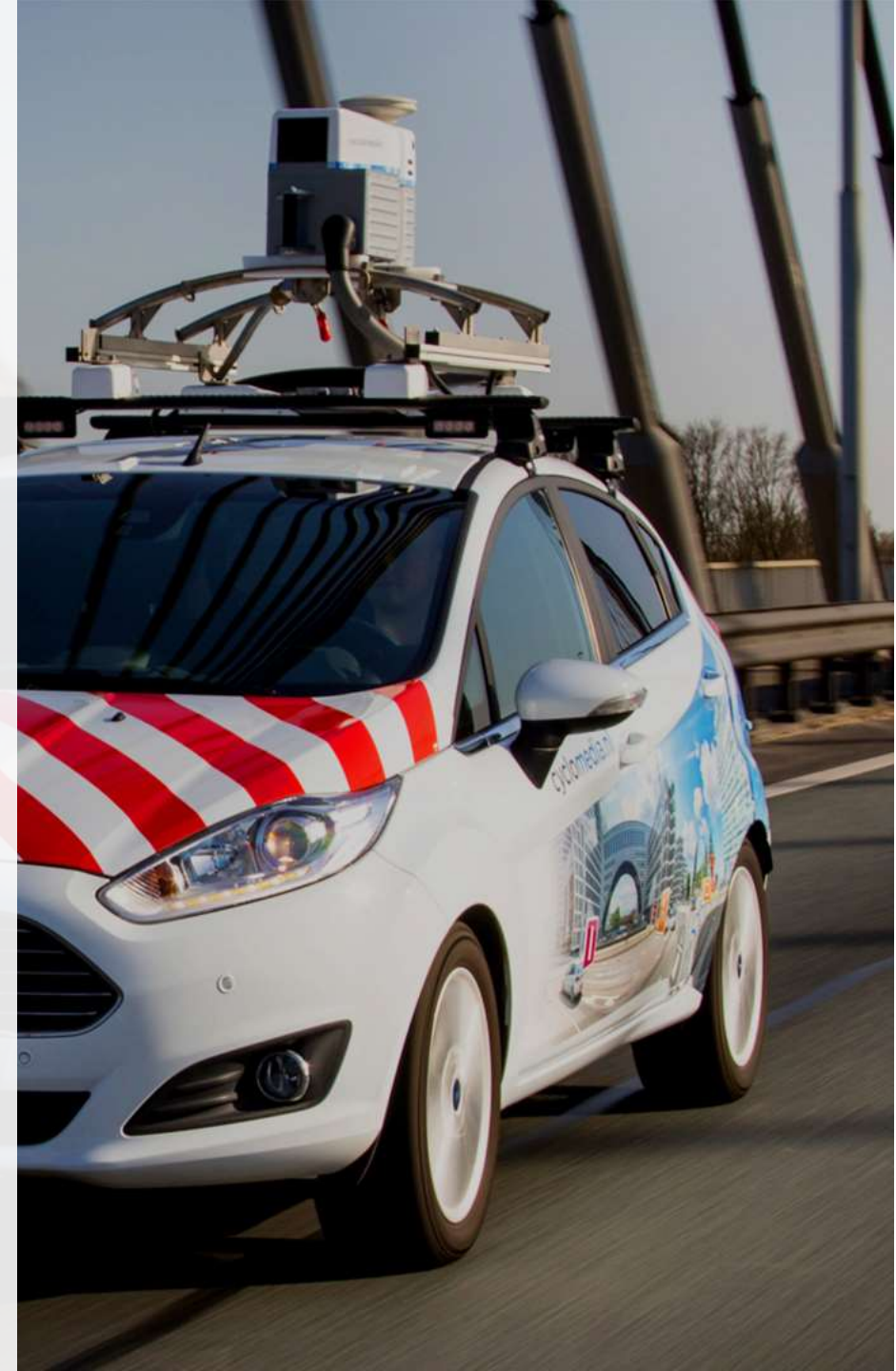
Who are we?

- Mobile mapping with GIS accuracy
- (Semi-) governmental market
- Providing data as a service
- Creating data driven business model for cities to support theirs

PoC opportunity

Public advertisement tax is being used in e.g. US/FR/NL to regulate the number and size of expressions and by doing so, controlling the visual appearance of city centers.

In many cases this is a costly, time consuming manual process. By automating this process and being able to increase update cycles, a more “level playing field” can be created.





Approach

Proving the possibility of automated...

1. *Detection*
Using different types of algorithms
2. *Classification*
Based on predefined classes
3. *Positioning*
Providing x, y, z information
4. *(Surface measurement)*
Using LiDAR point-cloud

...of public advertising

By using high quality Cyclomedia imagery and LiDAR data for *baseline measurement*.

Update interval determines the level of insight and provides change detection possibility.

PoC | Detection and classification



Image recognition



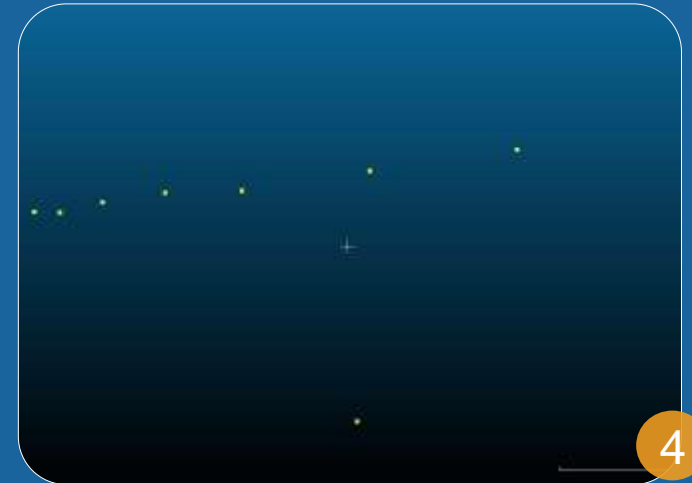
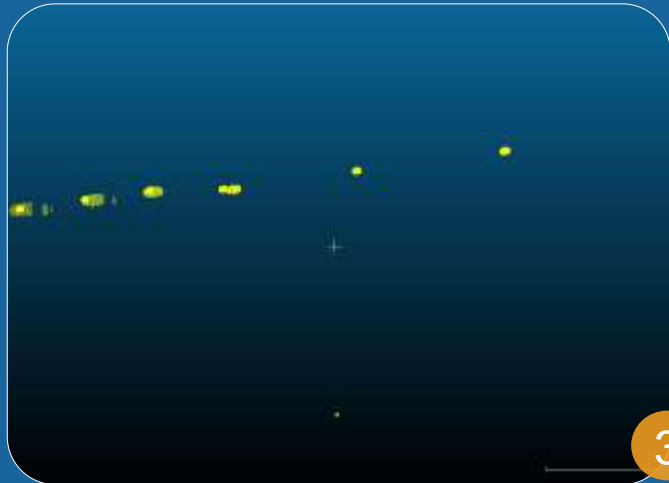
Text recognition

Class definition

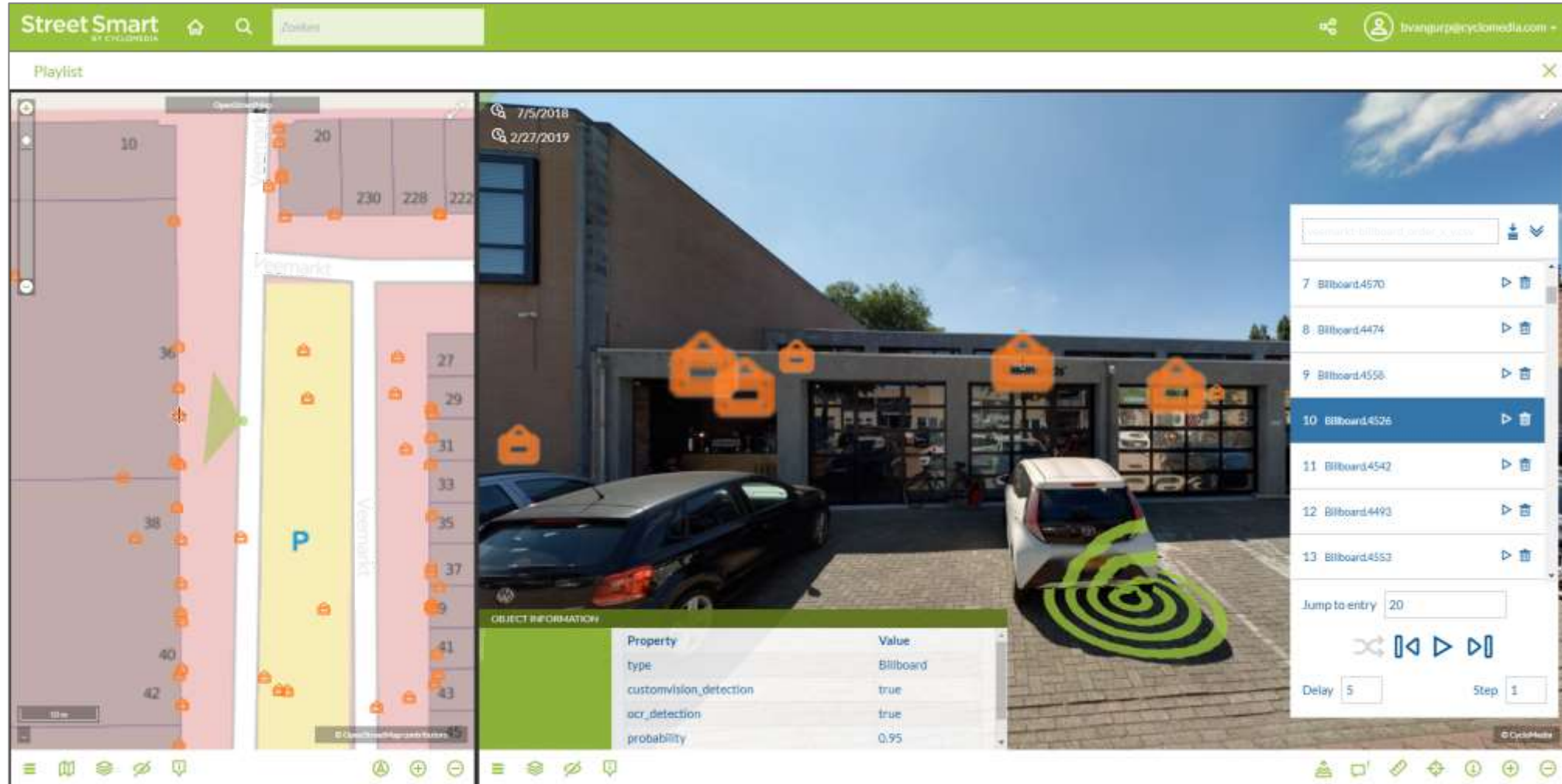
- Classes can be decided on per market
- In this Proof of Concept a split between ground-based and façade-based advertisement is made



PoC | Positioning and clustering



PoC | Playlist functionality in our online HTML5 viewer Street Smart





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