

# 多人臉部追蹤及注視焦點之判定

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## 摘要

近年來隨著資訊產業蓬勃的發展，電子式廣告看板逐漸取代傳統式廣告看板，成為新的街角景物。但是針對電子式看板之廣告內容與播放時段編排，目前的相關研究僅止於使用問卷調查模式，無法以更科學與自動化的方式進行吸引力分析、即時的進行數據的收集與統計，提供給廣告商進行廣告效益之分析。因此，本研究提出一套以電腦視覺為基礎之多人臉部追蹤及注視焦點判定系統，從視訊中取得連續畫面影像，進行前景物體臉部偵測與追蹤，再利用臉部與頭部相對比例，來判斷各類前景人員是否觀看該廣告看板。最後，統計行人注視廣告看板之時間與頻率，來評估該時段的看板內容對行人的吸引程度。

關鍵詞：背景相減;人臉偵測;前景物體偵測

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