Multiple Face Tracking and Attention Focus Determination

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ABSTRACT

In recent years, electronic advertisements gradually replace traditional advertising billboards with vigorous development of information industry, it become a new feature of street. For electronic billboards advertising content and broadcast time, the current study only the use of a questionnaire survey, not enough science and the use of automa-tion in the ad attraction analysis. Unable to carry out immediate data collection and sta-tistics, provided to advertisers for advertising effectiveness analysis. Therefore, this research proposes multiple face tracking and attention focus deter-mination system, it ' s base on computer vision; we extract Continuous image from the video, Then foreground pedestrian face detection and tracking pedestrian face, Then, the relative proportion of the face and head, To determine whether the various types of pe-destrians to view the advertising billboards. Finally, we will statistics, pedestrians to view the advertising billboards of time and frequency, to assess the content of broadcast ads for the attractiveness of pedestrian level.

Keywords : background subtraction ; face detection ; foreground object detection

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