MINDS & MODELS

Product

Advertising technology

Startup placement

- TOP 10

An intelligent system that turns detailed visual customer data into instantly targeted, hyper-personalized advertising in brick-and-mortar stores.

Minds & Modelsis developing **AURA** technology that “teaches advertising screens to think” and extract valuable data from the physical environment. It’s a combination of sensor and AI software that analyses customers in real-time down to the smallest detail. The system doesn’t just track age or gender, but builds datasets in unprecedented detail: it recognizes style and specific brands of clothing or items right in the hand and shopping cart. From this microscopic data, it instantly generates hyper-personalised, tailored advertising, bringing the precise analytics and targeting familiar from online marketing to offline retail – all with privacy and GDPR compliance assured by certification.



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