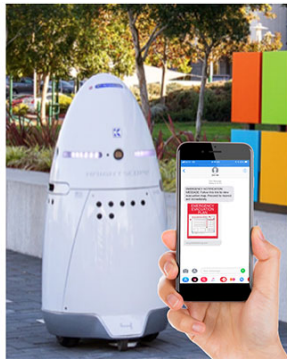


BrightSign Players Support Foot Traffic Analytics

Written by Frederick Douglas
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BrightSign announces the integration of Bluefox real-time mobile phone sensing technology in its digital signage media players, allowing customers to measure and optimise the ROI of digital signage solutions.



Bluefox pioneered the use of mobile phone signals to measure foot traffic. The technology enables BrightSign media players to detect nearby mobile phones, without need for special apps, login or beacons. It does not provide an identifiable personal information, and is compliant with privacy regulations across the globe, including GDPR.

The solution is designed for DOOH advertising, retail and other digital signage applications with a need for the measuring and understanding of customer foot traffic. Retailers can also examine the data to track advertising effectiveness by measuring traffic at key locations, monitor queue times and alert staff, and optimise the path to purchase. Bluefox technology can even detect phones with wifi and Bluetooth capabilities disabled.

“BlueFox’s ability to count new and returning visitors, along with dwell time, by honing-in on the smartphone and not the individual, is a natural extension of our mission to enable digital signage with technology that’s valuable to our retail customers,” BrightSign says. “Adding BlueFox foot-traffic analytics as an option to our media players is an important addition to the BrightSign value proposition, and we expect our customers to eagerly embrace this new technology.”

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