ICPR 2020
25th INTERNATIONAL CONFERENCE ON PATTERN RECOGNITION
Milan, Italy 10 | 15 January 2021

DEEPRETAIL 2020
2nd WORKSHOP ON DEEP UNDERSTANDING SHOPPER BEHAVIOURS AND INTERACTIONS IN INTELLIGENT RETAIL ENVIRONMENTS
Milan, Italy 11 January 2021

2nd Workshop on

Deep Understanding Shopper Behaviours and Interactions in Intelligent Retail Environments

Milan - Italy - Monday, January 11, 2021 12:00-17:30 Location: On Line

12:00-12:05 Welcome and opening remarks
Emanuele Frontoni - Università Politecnica delle Marche - DEEPRETAIL 2020

12:05-13:20 (Invited Talks)
Purpose-driven analytics at scale: strategy building blocks
Francesco Marzoni (Nestlè)

Perceiving and Predicting Human behaviours in the built environments
Alexandre Alahi (EPFL, Stanford)

13.20-13:40 Vision-based Shelf Monitoring System for Intelligent Retail
Annalisa Milella, Roberto Marani, Antonio Petitti, Grazia Cicirelli and Tiziana D'Orazio

14:00-14:20 Faithful Fit, Markerless, 3D Eyeglasses Virtual Try-On
Davide Marelli, Simone Bianco and Gianluigi Ciocca

14:20 Break

14:40-15:00 Performance assessment of face analysis algorithms with occluded faces
Antonio Greco, Alessia Saggese, Mario Vento and Vincenzo Vigilante

15:00-15:20 Shoppers detection analysis in an intelligent retail environment
Laura Della Sciucca, Davide Manco, Marco Contigiani, Rocco Pietrini, Luigi Di Bello and Valerio Placidi

15:20-15:40 A Saliency-based Technique for Advertisement Layout Optimisation to predict Customers' Behaviour
Alessandro Bruno, Stéphane Lancette, Morgan Moore, Jinglu Zhang, Ville P Ward and Jian Chang

15:40-16:00 Data-Driven Knowledge Discovery in Retail: Evidences from the Vending Machine's Industry
Luca Marinelli, Marina Paolanti, Lorenzo Nardi, Patrizia Gabellini, Emanuele Frontoni and Gian Luca Gregori

16.00-16.20 Who is in the crowd? Deep face analysis for crowd understanding
Simone Bianco, Luigi Celona and Raimondo Schettini

16:20-16:40 People counting on low cost embedded hardware during the SARS-CoV-2 pandemic
Giulia Pazzaglia, Marco Mameli, Luca Rossi, Marina Paolanti, Adriano Mancini and Primo Zingaretti

16:40-17.30 Questions & Panel Discussion
Berty Jacob - Senior R&D Manager Unilever
Paola Romagnoli - Birra Moretti Marketing Manager & Head of CMI
Livio Martucci - Solutions Vice President IRI
Francesco Mammana - Go To Market Leader , LG Electronics Italia
Andrea Laudadio - Head of TIM a Academy & Development
Alessandro Barchetti - Digital & Innovation Director, Unes
Marco Zanardi - Presidente Retail Institute of italy
Valerio Placidi - General Manager Grottini Lab Srl

17.30 Closing Remarks

The workshop DEEPRETAIL2020 is part of ICPR2020

In collaboration with:

RI Retail Institute ITALY   **Grottinilab**