

Title (en)  
PRESENCE DETECTOR AND METHOD FOR ESTIMATING AN AUDIENCE

Title (de)  
PRÄSENZDETEKTOR UND VERFAHREN ZUR SCHÄTZUNG EINES PUBLIKUMS

Title (fr)  
DÉTECTEUR DE PRESENCE ET PROCÉDÉ D'ESTIMATION D'UN AUDITOIRE

Publication  
**EP 2210354 A2 20100728 (EN)**

Application  
**EP 08789878 A 20080911**

Priority  
• IL 2008001218 W 20080911  
• US 97149207 P 20070911  
• US 8794908 P 20080811

Abstract (en)  
[origin: WO2009034576A2] A presence detector for detecting and estimating an audience watching television comprising: one or more presence sensors adapted to capturing signals emitted by or reflected from the audience; and a translator connected to the one or more presence sensors adapted to translating output signals created by the one or more presence sensors to data signals representing the estimated number of people in the audience. Presence information captured is converted to television rating data and is very useful for pricing advertisements accurately.

IPC 8 full level  
**H04H 60/31** (2008.01); **H04H 60/33** (2008.01); **H04H 60/45** (2008.01)

CPC (source: EP)  
**H04H 60/31** (2013.01); **H04H 60/33** (2013.01); **H04H 60/45** (2013.01)

Citation (search report)  
See references of WO 2009034576A2

Citation (examination)  
• WO 2006060889 A1 20060615 - CMETRICS MEDIA INC [CA], et al  
• WO 2007047719 A2 20070426 - HONEYWELL INT INC [US], et al  
• US 2007011196 A1 20070111 - BALL STEVEN J [US], et al  
• US 2004226043 A1 20041111 - METTU KUMARA SWAMY REDDY [US], et al  
• US 2007126884 A1 20070607 - XU NING [US], et al  
• US 5785243 A 19980728 - CROSS ANDREW [US]  
• US 3973124 A 19760803 - ASTHEIMER ROBERT W

Designated contracting state (EPC)  
AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MT NL NO PL PT RO SE SI SK TR

Designated extension state (EPC)  
AL BA MK RS

DOCDB simple family (publication)  
**WO 2009034576 A2 20090319; WO 2009034576 A3 20090522; EP 2210354 A2 20100728**

DOCDB simple family (application)  
**IL 2008001218 W 20080911; EP 08789878 A 20080911**