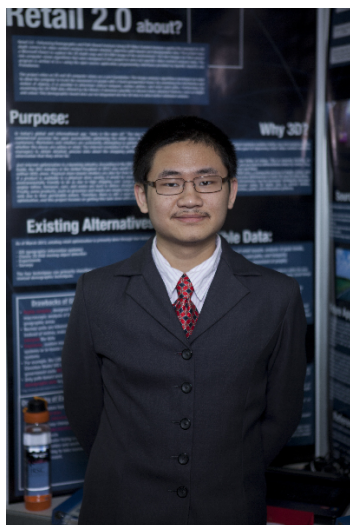


CWSF 2013 - Lethbridge, Alberta



Edward Wang

Enhancing Demographic and Path-Based Analysis Using 3D Video Content Analysis

Challenge: Information

Category: Senior

Region: Peel

City: Mississauga, ON

School: Port Credit S.S.

Abstract: This project utilizes the concept of a 3D depth camera and computer vision algorithms to perform video content analysis in a retail environment to allow marketers, retailers, and managers to obtain objective and detailed path-based and demographic data. Objective data for use in predictive analysis, relational data, and demographic-based tracking can be collected by applying Web 2.0 data concepts and techniques to real-life retail environments.

Biography

Hello! I'm Edward Wang, a Grade 11 student attending the SciTech program at Port Credit S.S. I am a self-motivated, self-directed and independent problem solver. In the future, I hope to become a computer scientist. Some of my hobbies include reading, programming, math, robotics, electronics, and cycling. I am the president of the Port Credit robotics club, as well as a member of the chess, math, and library clubs. My technological and computer-related awards including being one of the Grand Prize Winners of the Google Code-In 2012 competition, winning the Gold medal for Virtual Robotics at last year's Ontario Technological Skills Challenges. During my spare time, I am one of the many developers in the open-source VLC media player project. I previously attended the Canada Wide Science Fair last year in 2012 and won a silver medal.

Awards

Value

Excellence Award - Senior - Gold Medal Sponsor: Youth Science Canada	\$700
Dalhousie University Faculty of Science Entrance Scholarship Senior Gold Medallist - \$5000 Entrance Scholarship Sponsor: Dalhousie University, Faculty of Science	\$5 000
UBC Science (Vancouver) Entrance Award Senior Gold Medallist - \$4000 Entrance Scholarship Sponsor: The University of British Columbia (Vancouver)	\$4 000
University of Manitoba Entrance Scholarship Senior Gold Medallist - \$5000 Entrance Scholarship Sponsor: University of Manitoba	\$5 000
University of Ottawa Entrance Scholarship Senior Gold Medallist - \$4,000 Entrance Scholarship Sponsor: University of Ottawa	\$4 000
Western University Scholarship Gold Medallist - \$4000 Entrance Scholarship Sponsor: Western University	\$4 000
Total	\$22 700