# EasySignage Unveils HexaAI: AI-Powered Face Detection for Smarter Digital Signage and Retail Analytics

Doha, Qatar – February 2025 – EasySignage is proud to officially launch **HexaAI**, an advanced AI-driven **Face Detection** feature designed to transform audience analytics for digital signage and retail environments. HexaAI provides real-time insights, helping businesses optimize content strategies, improve customer engagement, and maximize the ROI of their ad campaigns.

First introduced as a **proof of concept at Web Summit Qatar 2024, HexaAI** is now officially live and in high demand, with businesses actively onboarding. Announced at **Web Summit Qatar 2025,** this milestone reflects the growing need for AI-powered analytics in retail and digital signage.

HexaAI is built for flexibility—it works as a **standalone solution** or seamlessly integrates with digital signage, making it ideal for **retailers** looking to integrate AI into their tech stack without complexity. EasySignage handles all the AI processing, ensuring a **simple yet powerful** experience for businesses.
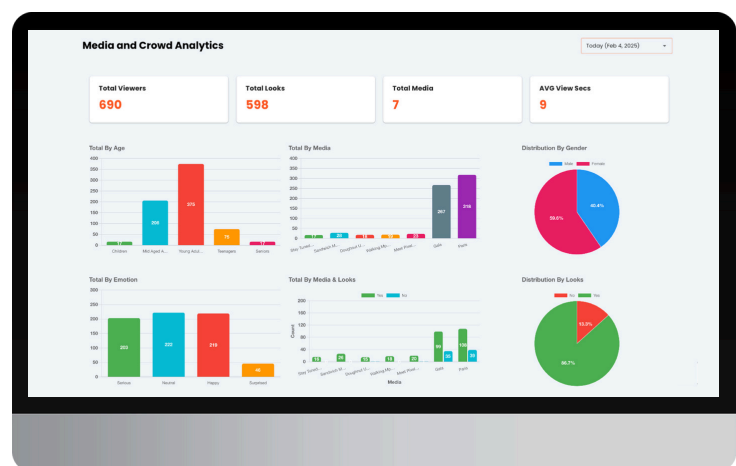
Designed to run AI on the edge, HexaAI is affordable, secure, and fully compliant with global data protection regulations. By processing data locally on the device, it eliminates reliance on cloud computing, while maintaining high privacy standards.
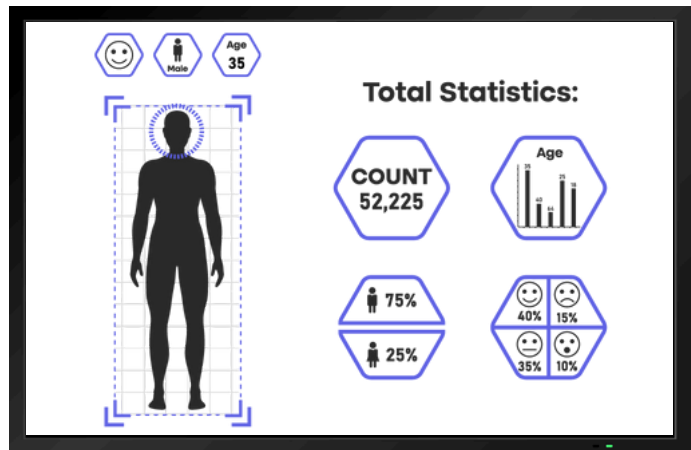
Additionally**, HexaAI works offline**, ensuring reliability even in environments with limited connectivity.

With its ability to detect audience insights even in crowded areas, HexaAI is a game-changer for businesses aiming to understand customer behavior, enhance engagement, and drive data-driven decisions.

For more information, please contact:

Ahmad Issa - Australia
Director - EasySignage
Email: issa@beetek.com.au

Nadine El Khatib - Qatar
CTO - Easysignage
Email: nadine@beetek.com.au

www.easysignage.com