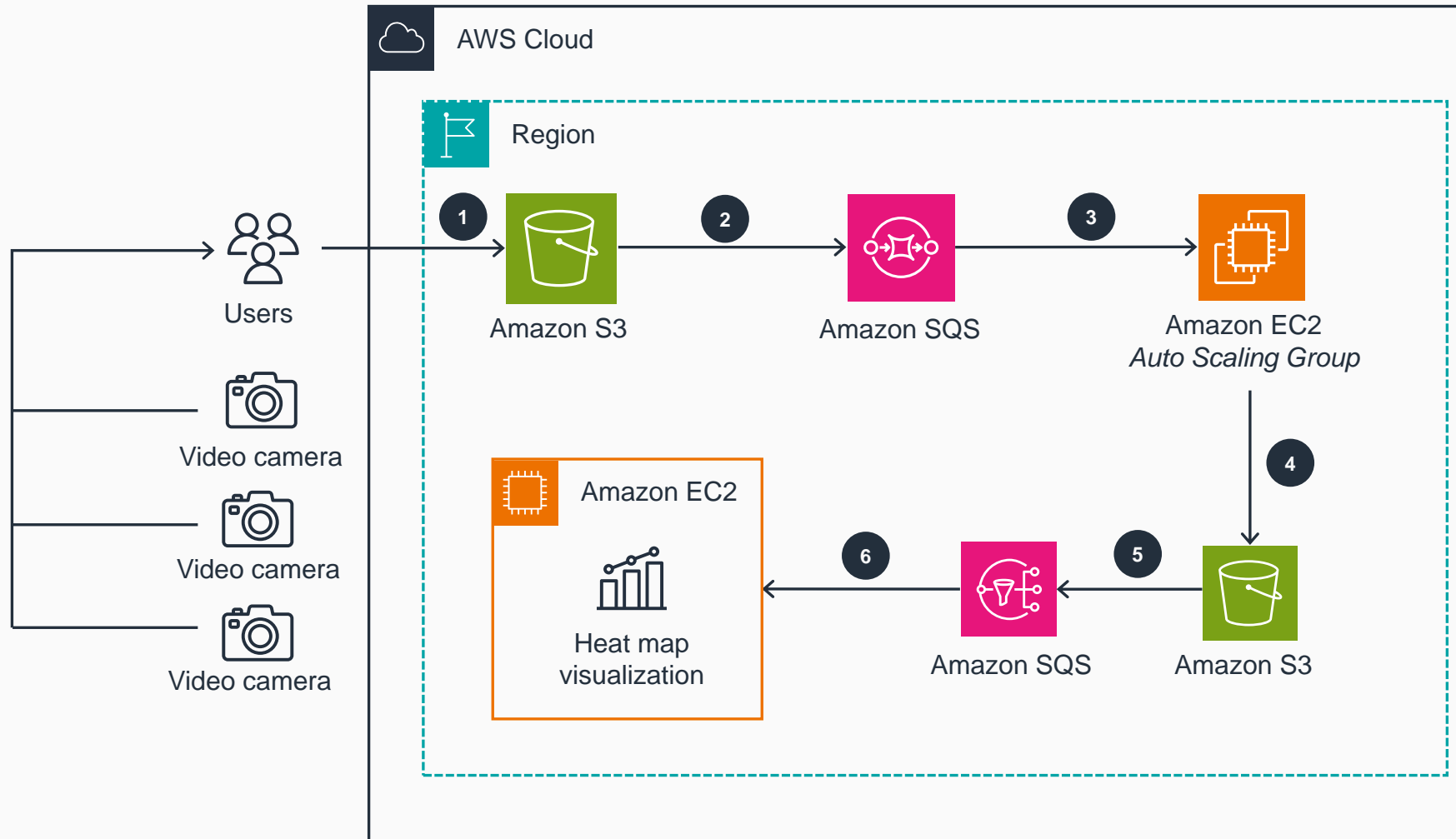


Guidance for Capturing Retail Video Analytics on AWS

This architecture diagram helps you visualize in-store insights from video streams using a serverless approach.



- 1 Users upload historical videos to **Amazon Simple Storage Service (Amazon S3)**.
- 2 **Amazon S3** event notifications of a new object insert a new message in **Amazon Simple Queue Service (Amazon SQS)**.
- 3 A video processing application listens to the **Amazon SQS** queue for new object uploads. It downloads and extracts people-pathing information. **Amazon EC2 Auto Scaling** helps ensure there is always an **Amazon Elastic Compute Cloud (Amazon EC2)** worker for processing and scales down if there are no videos to process.
- 4 After processing, people-tracking data is uploaded to an output folder in **Amazon S3**.
- 5 New JSON output files trigger another **Amazon SQS** queue message.
- 6 A visualization app captures new messages from **Amazon SQS** to render and display heat map information.

