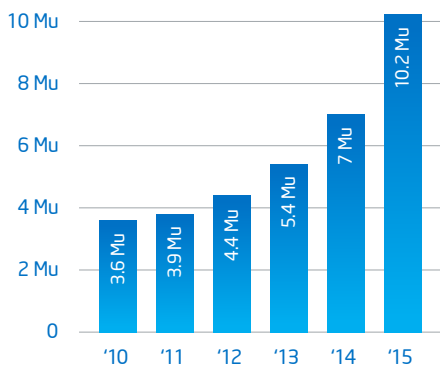


Powering Your Digital Signage Designs

MEDIA PLAYER WORLDWIDE TAM (MU)



The worldwide digital signage market is expected to reach 10 million media players by 2015.

(Source: Intel-funded research analysis 2011)

Intel® processors deliver amazing performance for digital signage applications, including interactive capabilities, immersive visuals, and viewer analytics to measure messaging effectiveness and ROI.

Help You Get To Market Fast

Intel has assembled third-party solutions with ingredients designed to work together, including the advanced capabilities of the 3rd generation Intel® Core™ processor family:

- **Amazing performance:** interactive applications and viewer analytics
- **Stunning visuals:** rich media, immersive visuals, and support for multiple displays
- **Flexibility:** scalable designs with the compatibility of Intel® architecture software
- **Cost-savings:** 3rd generation Intel Core processors provide built-in hardware support for remote manageability, security, and power management
- **Future growth:** with Intel® Intelligent Systems product roadmap

Find Solutions For Today's Digital Signage Usage Models

- **Delivering public information:** news, weather, and local information
- **Posting enterprise information:** messages, health and safety updates, and alerts
- **Advertising and brand-building:** in-store digital signage helps build brand identity and promote sales
- **Influencing customer behavior:** directing shoppers to selected areas of the store, maximizing dwell-time, and driving sales uplift
- **Enhancing the customer experience:** run applications that engage consumers, provide interactive services, and deliver targeted and relevant messaging—with the added advantage of analytics to measure proof-of-play