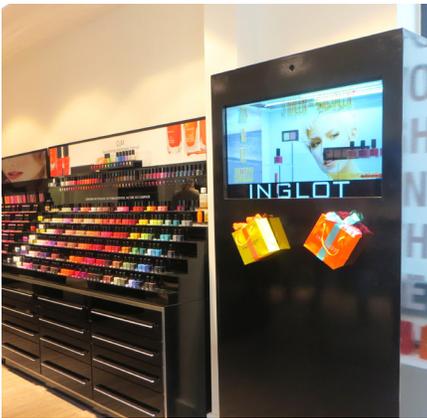intel®

Intelligent Systems

Visual Merchandising Solutions Bring the Online Experience In-Store

AOPEN's advanced digital communication products offer retailers right-fit visual media solutions that leverage m-commerce and strengthen their in-store engagement strategies

AOPEN
Bright Ideas Connected

Intel is an ideal partner for AOPEN because of its commitment to technology innovation. Our focus is matching Intel's speed of innovation and integrating these technologies into our products to provide the best solutions to retailers.

—Gabriëlle Offringa
Marketing Manager, AOPEN Europe

Introduction

Mobility has made retail much more complicated. Not long ago "shopping" meant physical stores where customers browsed aisles and racks for items that might interest them, and where retailers provided eye-catching displays, competitive pricing, personal service, and expert knowledge.

Fast forward to today and everything has changed. Shopping is still shopping, but the way consumers find products and make purchases is radically different. Commerce is now mobile—viewed as a natural extension of the digital age. Consumers are commonly using smartphones and tablets to research products and pricing online, often from competitors, and even while shopping in a physical store.

It's another seismic upheaval for brick-and-mortar retailers who have only recently regained their bearings after the e-commerce revolution. Mobility has further disrupted the landscape. Instead of being tethered to stationary computers and bulky laptops, consumers are now empowered with anywhere, anytime access to online shopping resources, opportunities, and experiences.

And they expect retailers to keep up.

Harnessing the power and potential of mobile commerce (m-commerce) is retail's new challenge. If successful, stores will be transformed into "experience centers" where digital technologies reinforce in-store strategies.

AOPEN is helping retailers meet this challenge. A global leader in digital communication products, AOPEN provides industry-leading visual merchandising solutions that help retailers leverage m-commerce capability in-store. These solutions are designed to captivate customers' attention, connect them to the brand, and ultimately increase revenue.

Shifting Store Priorities: Mobility Looms Large

According to independent consulting firm, IHL Group, the move to cross-channel integration has been nothing short of astonishing. It has been identified as the number one priority for retailers in both 2012 and 2013. In 2007 it was 14th on the list.[1]

The main catalyst for this impressive move up the rankings has been the mobile revolution, a game changer that has turned retail on its head. It has forced brands to rethink the manner in which their stores and store associates interact with customers.

The ubiquity of mobile devices—combined with the pervasiveness of digital technologies—has fundamentally changed the perception of "being online." What was once considered a unique experience is now tightly woven into the fabric of daily life, as evidenced by the skyrocketing increases in mobile subscriptions and device users.

THE AOPEN DIFFERENCE

AOPEN solutions are more than digital displays. Here's what retailers can expect from an AOPEN partnership:

- Consultative approach to help retailers design and implement the right solution for their needs
- Award-winning AOPEN Digital Engine technology
- Full integration and compatibility with Intel® technologies
- Trusted partnerships with industry-leading solution providers
- Integration of—and support for—Intel® Audience Impression Metrics Suite analytics
- In-country experts, enabling immediate product and warranty support
- Mobile technology integration into brick-and-mortar stores
- Retail systems that can be quickly implemented, including turnkey and plug-and-play solutions

Consider this:

- At the end of 2012, there were 6.8 billion mobile subscriptions worldwide—equivalent to 96 percent of the world population.[2] By the end of 2016, this number is projected to increase to nearly 8.5 billion.[3]
- In Europe, there are nearly 422 million mobile subscriptions (nearly 70 percent penetration). In the United States the number is nearly 322 million (over 100 percent penetration). Russia has reached a whopping 160 percent penetration, while China is at nearly 90 percent.[4]
- Smartphones and tablets are projected to outsell laptop PCs by 2016, with worldwide growth rates of 17.9 percent and 35.3 percent, respectively.[5]
- Mobile advertising is the second highest driver of m-commerce—at 22 percent—and 70 percent of consumers view mobile ads as a personal invitation as opposed to a personal invasion.[6]

Mobility and online engagement are less the exception and more the rule. So it's little wonder that consumers expect companies to deliver online-like experiences at every touch point. For brick-and-mortar retailers, one of the most effective ways to do this is by implementing high-impact, visually immersive systems that engage customers, empower store associates, and drive sales.

AOPEN Helps Retailers Engage Connected Customers

AOPEN specializes in digital communication solutions that capitalize on m-commerce trends by leveraging the latest visual media and mobile technologies.

AOPEN's visual merchandising solutions span a wide variety of sophisticated media players, digital signs, and touch appliances. AOPEN enables retailers to bring the online experience in-store with innovative, vibrant, media-rich communications that:

- **Maximize In-Store Advertising Potential.** By combining video, audio, text, and graphics with gesture-based or multi-touch engagement, an array of digital sign options virtually showcases products, services, and promotions to shoppers, and enables sign-ups for newsletters and loyalty programs.
- **Integrate Social Media.** Consumers can view and interact with a variety of social media sites and capabilities from in-store digital signs, including Twitter, Facebook, and product reviews.
- **Enable Local-Area Marketing.** A centralized content management system lets retailers engage prospective customers with messages that have local-area relevance. For example, messages could promote a sale on products related to a sports event happening in town. This capability can be further reinforced via in-store motion sensors that dynamically change sign content if a shopper is in the area.

CASE STUDY: AOPEN POWERS SPAIN'S SHOPPING EXPERIENCE

Baricentro, the first shopping center built in Spain, set out to revolutionize the shopping experience by building an enormous shopping center near the heart of Barcelona, with an ample offering of stores and entertainment.

Partnering with ALOOHA—a digital signage solution provider and AOPEN trusted partner—Baricentro created a system that would guide customers to their destinations, promote sales, and increase profitability in an efficient and cost-effective manner.

The solution included interactive digital touchscreen directories at each entrance, replacing the obsolete static and paper directories. The new, digital directories were equipped with mono-touch technology and used AOPEN Digital Engine DE2700 fanless systems as media player of choice, built on Intel® Atom™ processors.

In addition, 11 digital advertising screens were strategically placed across the shopping center. Each screen was driven by a powerful AOPEN Digital Engine DE7000 that supports rich HD imagery and integrates with servers running Intel® Core® 2 processors.

The complete solution can directionally and conditionally aim sound towards the shopper viewing the digital sign and can anonymously measure customer behavior in response to the content shown on the displays.

Baricentro customers can now navigate through the shopping center, finding the store or service they are looking for in a much easier manner. The system provides information in three languages: Spanish, Catalan, or English.

- **Communicate with Customer Smartphones.** Shoppers can use in-store signs to create "product wish lists" and send them to their mobile devices, giving them a convenient way to review and purchase favorite items any time.

- **Enhance the Sales Process.** State-of-the-art web and touch-screen technologies give sales associates the latest product and inventory information at their fingertips—via smartphones and tablets—enabling them to engage with shoppers anywhere on the sales floor, answer questions in real-time, streamline the decision-making process, and expedite sales times.

- **Deliver the Right Message at the Right Time.** Using analytics tools such as the Intel® Audience Impression Metrics Suite (Intel® AIM Suite), retailers can gather a wealth of anonymous customer information including dwell times, age range, and gender. They can use this information to dynamically serve relevant messages, measure advertising effectiveness, and determine marketing ROI.

Service By Design

In today's omni-channel environment, traditional retailers are struggling to implement solutions that effectively deliver the compelling shopping experience today's consumers want—innovative communication, sensory engagement, customized offers, and immediate access—while staying within budget and resource constraints.

Because "best solution" is as unique as each retailer, AOPEN uses a consultative approach, working with each retailer to fully understand its specific business goals and needs before designing a best-fit solution.

And when it comes to service, AOPEN offers retailers the flexibility to use their own resources. AOPEN can manage the entire solution end-to-end, or craft something in between. Its guiding philosophy is to provide retailers with a range of opportunities so they can pick the exact features and options they need to manage part or all of the value chain, from remote management, content creation, and distribution to social media integration and analytics.

Technology Innovations

AOPEN solutions are based on advanced technologies including:

AOPEN Digital Engine

The flagship of its communication products, AOPEN's Digital Engine technology is the heart of its digital signage media players, from small implementations to ambitious enterprise-wide executions. Products based on the AOPEN Digital Engine support the most demanding multimedia and computational workloads, and enable stunning performance and razor-sharp graphics.

Trusted Partnerships

Since its founding in 1996, AOPEN has been working with an ever-expanding ecosystem of hardware and software solution providers who are committed to providing retailers with comprehensive technology-based solutions that enhance customer engagement and keep stores competitive.

Intel® Technologies

AOPEN retail solutions are built on powerful Intel technologies, including:

- **Processors.** Intel® Core™ processors deliver top-of-the-line performance for compute-intensive tasks, including high-definition digital signage and content management systems.

- **Analytics.** Intel AIM Suite gives retailers and brands the power to know how shoppers are responding to visual messaging and how they move through the retail environment. Using anonymous viewer analytics technology, Intel AIM Suite profiles viewers by gender, age range, and dwell times. The data can be used in real time to tailor on-screen content and measure campaign effectiveness.

- **Manageability.** Remote management is enabled using Intel® vPro™ technology[7] and the functions provided by Intel® Active Management Technology (Intel® AMT).[8] They make it possible to remotely manage, monitor, and repair thousands of systems and devices, reducing headcount and eliminating costly service calls.

AOPEN AND INTEL SHOWCASE NEW RETAIL SOLUTION IN DUBLIN

Maintaining competitive advantage is more critical than ever to brick-and-mortar retailers who are struggling to compete in today's high-stakes environment of online retail. But new digital signage technologies pioneered by AOPEN and Intel are helping to level the playing field.

At the 2013 Intel® Solutions Summit in Dublin, Intel and AOPEN showcased a new solution that helps retailers not only understand how consumers are responding to visual messages, but dynamically deliver dynamic, directed promotions to viewers in real time.

For example, if the system determined that a young male was viewing the sign, it could shift from a displaying women's clothing to menswear. Using heuristics, the system learns over time, further refining its ability to serve appropriate messages and promotions to viewers.

The solution was built using an AOPEN Digital Engine running on an Intel® Core® i3 processor, plus an AOPEN Multi-Touch presenter with integrated PC and webcam running on an Intel Core i7 processor. Intel's real-time counting and analysis tool, Intel® Audience Impression Metrics Suite, was used to anonymously track viewer metrics, which helps retailers analyze their advertising effectiveness.

Conclusion

Mobility now dominates consumer expectations and, in turn, store investment plans. To meet consumer expectations and remain competitive, retailers are recognizing the need to incorporate today's mobile lifestyle in the brick-and-mortar experience. Innovators like AOPEN are helping retailers capitalize on m-commerce technologies and bring the online experience in-store.

Says Gabriëlle Offringa, marketing manager for AOPEN Europe, "These powerful signage solutions are creating a better customer experience and giving retailers a better understanding of their market, while also lessening the load on retail staff. Today's shoppers are used to seeking out information and using self-service. Digital signage is a win for everyone."

The result: captivated customers, enhanced sales associates, increased revenue, and continued market share.

Technology like Intel® AIM Suite gives retailers the tools to understand how consumers are responding to visual messaging, and how they move through the store and other consumer spaces.

—Gabriëlle Offringa,
Marketing Manager, AOPEN Europe

To learn more about AOPEN, visit **www.aopen.com**

To learn more about Intel retail solutions, visit **www.intel.com/retailsolutions**

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7   Intel® vPro™ Technology is sophisticated and requires setup and activation. Availability of features and results will depend upon the setup and configuration of your hardware, software and IT environment. To learn more visit: www.intel.com/technology/vpro.
8   Requires activation and a system with a corporate network connection, an Intel® AMT-enabled chipset, network hardware and software. For notebooks, Intel AMT may be unavailable or limited over a host OS-based VPN, when connecting wirelessly, on battery power, sleeping, hibernating or powered off. Results dependent upon hardware, setup and configuration. For more information, visit Intel® Active Management Technology.