



# THE FUTURE ON DISPLAY

## DSE 2018: INTEL BOOTH DEMO FACT SHEET

To compete in today's marketplace, a compelling digital display has never been more critical. An effective display can build clientele and be an attractive entity for advertisers. Explore how Intel is expanding the possibilities of what digital signage can accomplish for both consumers and businesses.

Check us out at booth 1111 at DSE, March 27–30 in Las Vegas.

### RETAIL

#### Augmented Reality Window Shopping

##### Ads Reality – AR solution gives window shopping a facelift

Using augmented reality, retailers can attract new customers by providing more engaging store windows. The AR window features an experience bringing the customer and a virtual animated character together. The solution also tracks how long customers are engaging with the AR experience and the purchases they make after the interaction. This technology increases foot traffic and brand loyalty by providing an immersive social experience for customers.

**INTEL TECH:** Intel® Core™ i7 for Augmented Reality experience, Intel® vPro™ for remote hardware management



#### Immersive Targeted Advertising

##### YCD Multimedia – Displays deliver an interactive shopping experience

Now customers can immerse themselves in the shopping experience by interacting with a variety of visual platforms from YCD Multimedia, including tablets, digital signage video walls, and projections. Retailers can use these visually engaging screens to draw shoppers into their stores. As an added benefit, retailers can target advertising and collect insights around how long customers looked at the display and the purchases they made afterward.

**INTEL TECH:** Intel® NUC Core™ i7 for delivering interactive visual experience



#### Responsive Shelf

##### RMG Networks – Smart shelves attract customers and react in real time to inventory changes

Retailers can attract and engage customers in real time with shelves that display branded media, informing customers of promotions and increasing sales. An added benefit is real-time shelf management for store employees.

**INTEL TECH:** 6th Gen Intel® NUC Core™ i5 for driving the visual and interactive experience of real-time responsive shelves



## Addressable, Accountable, Attributable

### Hivestack & AdMobilize – Recommend personalized experiences based on customer data

Based on geospatial data, Hivestack and AdMobilize's solution for digital out of home (DOOH) analyzes consumers' past and present locations and predicts where they are going. This data can be used by marketers to target consumers on the go with personalized experiences. This customized marketing ensures advertisers are catering to audiences likely to engage with their business.

**INTEL TECH:** Intel® Xeon® processors for data analysis, Intel Core™ based processors for edge analytics



## FOOD SERVICES

### Smart Drive-Thru Solution

#### Cineplex Digital Media – Personalized service for loyal customers

Restaurants with drive-thrus that adopt Cineplex Digital Media's smart innovations can deliver personalized treatment for repeat customers. Through the use of interactive digital menu boards, sensors, and mobile apps, these restaurants can learn what frequent customers order and suggest new items based on those preferences.

**INTEL TECH:** Intel® Xeon® for rich 4K content, interactivity, and analytics workload; Intel NUC Core™ i5; Intel vPro™ for remote hardware management



## ENTERTAINMENT

### Cinema Lobby Experience

#### Barco – Remaking cinema lobbies into high-tech entertainment hubs

Barco is ushering augmented reality into movie theater lobbies to entertain customers before and after the show. These experiences include interactivity, haptics that produce sensations when touched, and mobile integration. The solution also offers analytics and impression measurements to let venues know what entices moviegoers.

**INTEL TECH:** Intel® Core™ i7, Intel Core i5 for rich content and interactivity



### Innovative Stadiums

#### ChyronHego – Enriching the fan experience with rich displays

The experience ChyronHego offers at stadiums helps engage fans at events. These statistically rich graphics display scheduled and live videos while also incorporating social media, and creating a platform for sponsor ads that can generate revenue.

**INTEL TECH:** Intel® Xeon® for rich graphics workload



### Outdoor Public Kiosk

#### LG-MRI – BoldVu kiosks strengthen brands with dynamic advertising

BoldVu kiosks are offering a comprehensive digital solution that draws the user in through highly dynamic advertising. Cities are using the outdoor kiosk to offer services like free Wi-Fi while displaying sponsored content at the same time. The kiosks gather opt-in data from Bluetooth-connected devices to more effectively target advertising.

**INTEL TECH:** Intel® NUC Core™ i5; Intel vPro™ for remote hardware management; Intel SSD for fast and reliable storage of media assets



## BANKING

### Virtual Banking Kiosk

#### Zivelo – Virtual Banking Expert simplifies branch operations

Zivelo's Virtual Banking Expert kiosk offers banks the opportunity to provide an in-branch experience to customers from remote or centralized locations. This increases the amount of transactions completed while simultaneously decreasing wait times. In addition to this individualized assistance, the kiosks can also be used to promote new products and services based on customer preferences and interactions.

**INTEL TECH:** Intel® Core™ i7 for rich virtual teller interaction and workload, Intel Iris Plus for rich graphics



## EDUCATION/CORPORATE

### Collaborative Interactive Flat Panel Solution

#### Smart Technologies – Interactivity and Collaboration for Education and Corporate

Smart Technologies is providing innovative and interactive ways to share knowledge. Within the classroom or meeting room, people can interact directly with the screen using their hands or from remote locations with their personal computers. This can all be done simultaneously and everyone can see what others are doing. Whether for a business meeting, classroom session, or study group, people can come together and get things done in a truly collaborative way, while improving overall productivity.

**INTEL TECH:** Intel® Core™ i5 for workload collaboration

