



News Fact Sheet

Intel AIM Suite Delivers Personalized Experiences to Consumers

Jan. 16, 2012 — Consumers today are bombarded with advertisements while companies are searching for ways to determine if their campaigns are effective. To resolve this, many retailers and advertisers are turning to digital signs to bring meaningful, immersive experiences to consumers and enable more effective marketing for companies. Intelligent digital signs are a leading force in the transformation of retail. In fact, spending in the global digital signage market, including software and hardware, is expected to grow from \$1.3 billion in 2010 to \$4.5 billion by 2016.¹

Intel[®] Audience Impression Metrics Suite (Intel[®] AIM Suite) is an intelligent Software-as-a-Service (SaaS) offering designed to bring personalized content to consumers and provide retailers and advertisers with measurable results through digital signs. The software anonymously monitors viewer metrics, such as gender, age bracket and length of attention and analyzes the data in real-time.

With Intel AIM Suite, retailers and advertisers can instantly tailor the featured content of digital signs to align with viewer demographics, providing consumers with more relevant, customized advertising while enabling advertisers to gather more accurate data for better tracking. By reducing the excess noise, brands and retailers can tailor advertising content based on audience behavior and characteristics, helping to show the right message to the right people at the right time.

How It Works

Optical sensors mounted on digital signage displays send real-time pixel data to the Intel AIM Suite software. The software then analyzes this data to detect an arrangement of pixels that resemble the general pattern of a human face.

The audience detection algorithms have statistically learned the pattern of a human face and are able to discern resemblance of various features, including eye socket regions and nose regions, to determine anonymous, basic viewer demographics, such as age bracket and gender.

In order to maintain consumer anonymity, the software does not collect any personally identifiable information or record any images or video footage.

Intel AIM Suite in Action

Intel is collaborating with industry-leading retailers to develop innovative solutions that address the unique needs of companies while delivering memorable experiences for consumers. By integrating Intel AIM Suite into a range of solutions, retailers are able to better measure campaign success.

¹ ABI Research - "Digital Signage Market and Business Case Analysis"

- **Kraft Foods Deploys New Product Sampling Platform for Immersive Consumer Experience**

The new Kraft Foods DIJI-TASTE, developed in collaboration with Intel, delivers a new approach to product sampling through a stylish and interactive digital experience. The first deployment of DIJI-TASTE uses Intel AIM Suite to anonymously detect the age bracket of the user and offer complimentary samples of TEMPTATIONS by JELL-O desserts to adults who approach the station. The JELL-O DIJI-TASTE experience is currently deployed at the Shedd Aquarium in Chicago and South Street Seaport in New York.

- **adidas* Delivers Virtual Foot Wall Concept**

Showcasing an innovative way to provide customers with more product choices, the [virtual footwear wall](#) demonstrates how retailers can give in-store shoppers access to their expanded online inventory via a digital display. Intel AIM Suite determines the presence of and gender of a customer, which causes the wall to tailor product selection to the customer. Using state-of-the-art touchscreen and precision real-time 3-D rendered products, shoppers can select products on a virtual shelf, view the product from any angle, zoom in for more details, get more information on the technical benefits of the product, see what others are saying about it in social networks and ultimately purchase directly from the wall.

- **Inwindow Outdoor* "Experience Stations" Reach Out to Customers**

Intel and Inwindow Outdoor have developed the latest advancement in digital signs, called "Experience Stations," capable of interacting with consumers in a multitude of ways. Consumers can choose to use touch or gestures to explore the sign via 3-D cameras as well as make transactions with mobile devices using near field communication (NFC). When people approach, Intel AIM Suite determines their gender and age bracket and subsequently plays personalized advertising.

- **SceneTap* Transforms Nightlife through Technology**

SceneTap, an interactive smartphone application, was designed to answer the age-old question, "What are we going to do tonight?" By installing advanced sensors in venues and utilizing Intel AIM Suite, SceneTap has the ability to track a venue's customer analytics in an automated process, in real-time. Consumers can know the following information for venues before they go in: how many people are there, the male/female ratio, and average age of people there. This high-tech innovation allows venue owners to optimize their business and consumers to plan their nights more effectively, all while maintaining the utmost respect for consumer privacy and anonymity.

For more information, please visit the [Intel AIM Suite site](#).

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