



# Return to Growth Driving a Smarter, More Connected World

Embedded and Communications Group  
January 2010

# The News

## NRF: Intel Unveils Digital Signage Proof of Concept

Interactive, 7.6'x10' digital signage proof-of-concept

Demonstrate how technology can enhance the retail customer experience

Concept demonstrates how technology impact customer loyalty

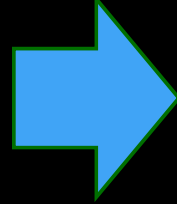
Optimized solutions aim to better standardize fragmented market



# Digital Signage Growth

Fastest Growing Marketing and  
Communications Medium

2 Million  
Today



14 Million  
by 2015\*

Digital Signage Advertising  
Spend by 2012\*\*

**\$4B**

# Next Generation Advertising

## Today

**Proprietary, Monolithic**  
(system cannot be upgraded)

**Locally Managed**  
(media player attached to LCD)

**One-way communication**  
(basic information)

## Tomorrow

**Standardized, Modular**  
(field upgradeable)

**Internet Connected**  
(embedded media player, remotely managed)

**Dynamic two-way interactivity**  
(video analytics + multi-touch)

# Intel Technology Drives Intelligent Digital Signage


## IA Platforms

- Remote Manageability**  
Intel® Active Management Technology 
- Energy Efficiency**  
Scheduled Power on/off 
- Anonymous Video Analytics**  
Metrics for Advertising Effectiveness 

## User Benefits:

**Lower TCO** “Out of Band” Remote Manageability, Energy Savings

**Increased ROI** Audience measurements Proof of Play and Proof of Impressions



# The Intel® Intelligent Digital Signage Proof of Concept

Video Analytics for Advertising ROI

Way Finding & Product Info

Multi-User & Multi-Touch

Mobile Phone Integration

Augmented Reality

Remote Manageability



# Digital Signage

Remotely managed interactive computer display for advertising and information sharing



save \$10  
on any merchandise  
order of \$50 or more.  
Shop in store or Online!



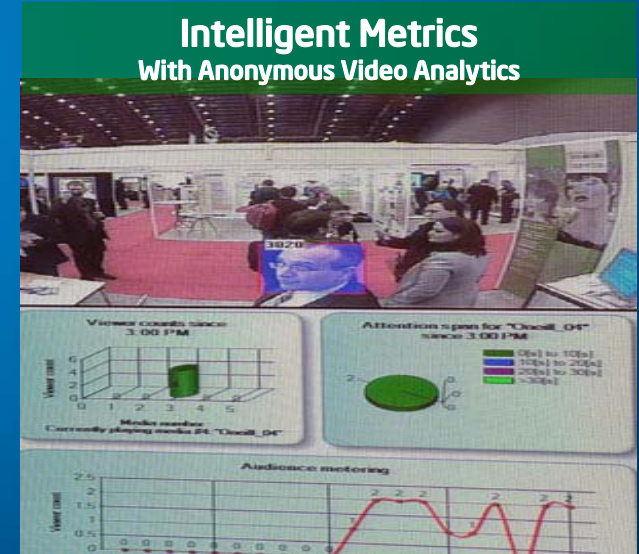
Bluetooth & RFID on  
E-coupon



RFID on Products Info



24hrs Store-front  
Interactive DS



Rich Interactive  
DS Usage Models  
Emerging in Retail



# Intel® Intelligent Digital Signage Proof of Concept Features and Benefits

<b>Intel® Proof of Concept Goals</b>	<b>Benefits in Retail</b>
Improve display effectiveness	Catches the attention of nearby customers
Increase marketing impact	Targets advertising by customer demographics
Enhance the customer experience	Engages customers and facilitates shopping
Satisfy individual customer needs	Delivers a unique experience to different customers simultaneously
Supply more product information	Helps customers make purchasing decisions and find products



# Intel Architecture for Digital Signage



## High End Digital Signage

Extremely Interactive and Wall of Displays



## Mainstream Digital Signage

Remote Managed Interactive Rich Media DS



## Basic Digital Signage

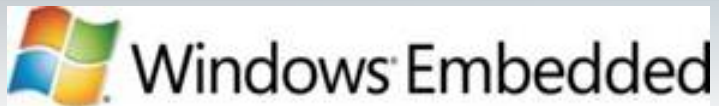
Single-player per screen, Single-source video advertisement content, Limited content blending



## Intel and Microsoft Address Fragmentation in Digital Signage Market with Validated Platform

Strategic relationship enables a reliable and standards-based development platform for digital signage industry

- **Interoperability & Scalability**
- **Energy Efficiency & Cost Savings**
- **Rich Media & Graphics Processing**
- **Industry Support**



Driving a smarter,  
more connected world

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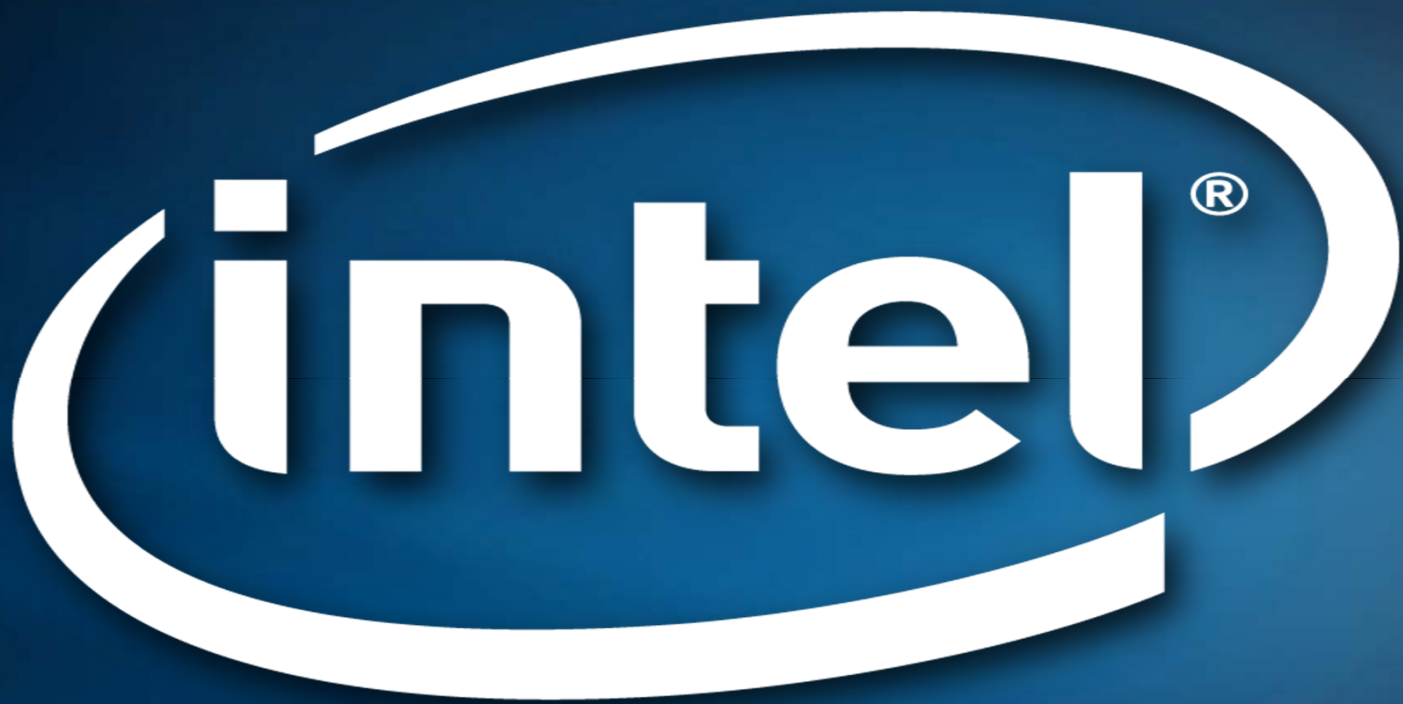
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# Intel® Core™ i7, i5 and i3 Processor-based Platforms for Embedded Computing

- 10 Embedded SKU's with 7 year life cycle support
- Over 200 design wins
- Key Embedded Features
  - Intel® vPro™ technology with Advanced Management Technology
  - Error Correcting Code for Data Integrity
  - Reduced Footprint for Small Form Factor
  - Power Efficiency with Intel® Turbo Boost and HT Technology



Analytics



Infrastructure



Communications



Digital Security  
and Surveillance



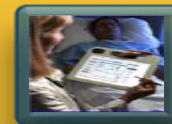
Kiosks & ATM's



Digital  
Signage



Industrial  
Automation



Portable  
Medical



**“ In the Future...  
If it consumes power... it will compute  
If it's connected to the internet...  
it will run best on IA”**



# INTEL® vPro™ TECHNOLOGY

Diagnose and Repair systems remotely

Proactive SW update and Virus Protection

Isolate and recover infected terminals



Verify IT policy compliance remotely

Discover and manage terminals remotely

Configure terminals remotely

## Keep Your Business Running Efficiently