Intel Corporation
2200 Mission College Blvd.
Santa Clara, CA 95054-1549

Booth Demo Fact Sheet

NRF 2011: Intel Booth Demonstrations

Jan. 9-12, 2011 — At the 2011 National Retail Federation Convention (NRF) in New York, Intel Corporation's two-story Connected Store display features innovative and interactive retail demonstrations based on the 2nd Generation Intel® Core™ processor family, previous-generation Intel® Core™ and the Intel® Atom™ processor family.

The futuristic storefront is designed to deliver engaging and visually stunning experiences for the shopper while reducing energy consumption and lowering total cost of ownership for retailers with technologies including Intel® AIM Suite and Intel® vPro™ Technology. Intel worked with notable industry partners such as adidas*, Best Buy*, Kraft Foods*, Procter & Gamble* in addition to researchers at the MIT Media Lab* to address the needs of today's retail chain.

Below are brief descriptions of the demos at booth #2515 in the Jacob Javitz Convention Center. For more information about the Connected Store, please read the news release.

Connected Store – Future of Retail Demonstrations:

- **adiVERSE**
  A virtual extended range search engine footwear wall developed with adidas
  Showcasing an innovative way to provide customers with more product choice, the footwear wall demonstrates how retailers can give in-store shoppers access to their expanded online inventory via a digital display. Customers can use the touch-screen to select shoes on a virtual shelf, view the item in detail and from multiple angles and get more product information and make a purchase. Powered by 2nd Generation Intel Core i7 processors, the footwear wall features precision high-quality, 3-D rendered images, and also includes Intel AIM Suite and Intel® vPro™ Technology.

- **Intel® Digital Signage Endcap**
  Developed with Procter & Gamble
  This digital signage proof-of-concept features Intel AIM Suite, a new video analytics capability from Intel that can anonymously gather viewership metrics such as gender, age

and dwell time of the viewer. Intel AIM Suite allows advertisers to more effectively target audiences with relevant content, and more accurately track return on investment. The digital sign also features mobile phone interactivity that would allow shoppers to use their smart phone, such as an HTC EVO™ 4G* powered by Sprint 4G*, to receive e-coupons that complement product promotions or service offerings. The proof-of-concept, based on 2nd Generation Intel Core processors, also includes gesture recognition and Intel vPro Technology.

- **Intel® Retail Interactive Fashion Experience**
  This in-store shopping experience, based on the 2nd Generation Intel Core i7 processor, enables shoppers to visually browse and filter through store inventory for access to thousands of fashion items, combine them into outfits on a virtual mannequin, and share snapshots of the outfits with friends by email for real-time feedback. The demo also shows how a user could purchase items immediately. The solution also features Intel vPro Technology to reduce operational cost of managing and maintaining the device.

- **Next Generation Meal Planning Solution**
  Developed with Kraft Foods
  The interactive tool powered by the Intel® Core™ i5 processor delivers an engaging experience by attracting shopper attention, enticing them to consider recipes that are tailored to their personal preferences, and helping them plan meals by providing way-finder directions to relevant in-store products. This demo also features Intel vPro Technology and Intel AIM Suite.

- **LuminAR* Augmented Product Display Counter**
  Developed by the MIT Media Lab in collaboration with Intel and Best Buy
  Based on the Intel® Atom™ processor, this concept enables shoppers to get detailed information, read unbiased reviews and conduct research while they experience products using gestural user interface. LuminAR also integrates video conferencing, enabling shoppers to seek advice from a remote expert.

- **Next Generation Quick-Service Restaurant Kiosk**
  Based on Intel Core i5, the next generation of ordering kiosks and digital menu boards is here. Digital signage displays with 3-D graphics lead the consumer to the ordering zone. Consumers then step up to the kiosk, enter their loyalty information and place an order. Based on prior ordering history, the system will provide an option to replace a previous order or make suggestions on other menu items that they may like. This solution also features Intel vPro Technology.

- **Secure Point-of-Sale Self Check-out Kiosk and Intel® Expressway Tokenization Broker**
  Demonstrating new levels of security, this self-service kiosk shows how platform hardware protects sensitive payment processing from the rest of the operating system and point-of-sale applications. This means card payment data will be protected during the point-of-sale. The demo utilizes Intel Expressway Tokenization Broker, which maintains legacy application compatibility while removing post-payment applications from PCI DSS scope. It also features an Intel Core i5 processor-based PC with Intel vPro Technology.

- **IT Command Center**

–more–

Intel's IT Command Center demonstrates how retailers can remotely manage and service devices in a retail storefront and reduce energy consumption. Utilizing Intel vPro Technology, this results in lower operational costs.