



Intel Corporation
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Booth Demo Fact Sheet

Screenmedia Expo 2011: Intel Booth Demonstrations

May 18-19, 2011 – At [Screenmedia Expo 2011](#) in London, Intel Corporation is featuring eight innovative and interactive demonstrations as part of The Connected Store, a concept showcasing the latest technology for the retail and digital signage markets based on the [Intel® Core™ processor family](#) and the [2nd Generation Intel® Core™ i7 processor family](#). From the factory to the shop floor, the impact of technology on the retail industry over the past 10 years has been extraordinary. With Intel's vision of The Connected Store, innovative technology enhances the in-store customer experience and takes the retail industry to the next level.

Below are brief descriptions of the demos at stand #D15 in Earls Court Two:

- [**adiVERSE Virtual Footwear Wall**](#)

*Developed with adidas**

Showcasing a new way to provide customers with more product choice, Intel and adidas* designed adiVERSE to demonstrate how retailers can allow in-store shoppers access to their expanded online inventory via an interactive digital display. Customers can use the interactive touch screen to select shoes on a virtual shelf, view the item in detail and from multiple angles, then get more product information to make a purchase. Powered by 2nd Generation Intel® Core™ i7 processors, the footwear wall features precise, high-quality 3-D-rendered images and [Intel® vPro™ Technology](#) to reduce operational cost of managing and maintaining the device. adiVERSE features [Intel® AIM Suite](#) capabilities and anonymous video analytics that make it possible to obtain accurate audience measurement data, including how many shoppers interacted with the wall, for how long, during what time of day, their gender, and age bracket.

- [**BroadSign International* Proof-of-Play Solution**](#)

The proof-of-play solution integrates the BroadSign International* proof-of-play reporting system and the capabilities of the [Intel® AIM Suite](#) to provide richer digital signage metrics for networks of all sizes. Intel® AIM Suite capabilities allows advertisers to effectively target specific demographics by deploying audience-driven content into the solution. Working together on this solution, Intel and BroadSign International* make it easier for networks to analyze campaign performance, adjust content and generate advanced video analytics metrics. Network operators can choose from numerous digital media formats, including images, videos and content with Web, flash and Silverlight technologies.

- [**Intel® Digital Signage Endcap**](#)

*Developed with Procter & Gamble**

The Intel® Digital Signage Endcap features mobile phone interactivity that would allow shoppers to use their smart phone to receive e-coupons that complement product promotions or service offerings. The proof-of-concept is based on 2nd Generation Intel Core processors, which allows all products to be featured on the physical display in an animated graphical fashion. The Endcap features gesture recognition, Intel® vPro™ Technology and Intel® AIM™ Suite capabilities.

- **[Intel® Retail Interactive Fashion Experience](#)**

This in-store shopping experience enables shoppers to 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 solution is powered by the 2nd Generation Intel® Core™ i7 processor with [Intel® AMT Technology](#), a form of built-in remote manageability, to keep downtime and onsite visits to a minimum, enabling remote monitoring, diagnosis and repair of solution – even if it is shut down or the operating system is unresponsive.

- **[iSample – Interactive Social Media Sampling Experience](#)**

*Developed with Kraft Foods**

iSample, from Kraft Foods* and Intel Corporation, is an engaging consumer experience designed to share delicious samples and engage users all activated by social media. It demonstrates how the functionality of a vending machine can be transformed into an interactive, immersive sampling experience, driving deeper brand engagement with measureable results. The proof-of-concept is also equipped with Intel® AIM Suite capabilities, providing immediate feedback for measuring return-on-investment.

- **[polytouch*](#)**

Pyramid's* polytouch* is an interactive computer system that can detect more than 60 simultaneous touches. Using familiar gestures, users can move objects across the digital sign and zoom in with two fingers when interacting with the system. Powered by the 2nd Generation Intel® Core™ i7 processor, polytouch* is meant to be deployed in a number of environments as the technology is fully capable for use in point-of-sale, concierge systems, interactive maps and informational terminals, and personal entertainment systems. Intel technology allows the system to run numerous applications smoothly, even with simultaneous user inputs. The system is currently deployed in Pyramid's* global [Partner Network*](#).

- **[Winmate* All-in-One Signage Display](#)**

The Winmate* All-in-One Signage Display is based on the [Intel Open Pluggable Specification](#) (OPS) and is powered by the Intel Core i7 processor with [Intel® Mobile 5 Series Express Chipset](#). The Intel OPS allows Winmate* to deploy interchangeable systems faster and in higher volumes, while lowering costs for development and implementation. The 32-inch display has a 1920x1080 resolution, making it ideal for deployment in restaurants, transportation and hotel spaces, and museum galleries.

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