Intelligent Consumer Product Introduction Solution Promotes a New Product Category

Suning* raises brand awareness by highlighting innovative usage models with digital signage.

Intelligent Consumer Product Introduction Solution from Shanghai Six Sense Technology Co. Ltd*

A big challenge for retailers is keeping inventory levels aligned with the latest trends, especially since consumer preferences for new products and technologies change quickly. Suning*, the leading electronics store chain in China, is improving its inventory management by deploying an intelligent consumer product introduction solution capable of learning which Ultrabook™ models will have the greatest appeal to consumers.

The solution, developed by Shanghai Six Sense Technology Co. Ltd*, brings the convenience of online retail inside the electronics store while collecting and analyzing anonymous customer data used to better control inventory levels and improve product forecasting accuracy. Purposely designed for interactivity, the solution allows consumers to easily research Ultrabook products and associated features using a touch screen interface. It is based on a 3rd Generation Intel® Core™ i5 processor with integrated graphics that drive a 46 inch (117 cm) high-definition (1080P) touchscreen.

Deliver a compelling experience

The solution gives consumer access to a well-produced presentation of product information, thus providing a more compelling experience than online shopping channels and enabling retailers to influence consumers at the point of purchase.

Extend brand engagement

This easy-to-use and resourceful solution creates "mindshare" among consumers, who will appreciate the exceptionally high quality information they get from visiting the store, thus reinforcing the retailer's image as innovative, leading-edge and informative.

Minimize consumer apprehension

For inherently private or less-informed consumers, this interactive solution eliminates the intimidation they may feel when speaking to a sales associate because they can absorb information at their own pace and preferred technical depth.

Capture product preference information

Retailers can identify products and features of greatest interest to consumers according to anonymous demographics data, which can be used to improve inventory management and fine-tune product forecasts. This is possible since the solution incorporates Intel® Audience Impression Metrics Suite (Intel® AIM Suite) with Anonymous Viewer Analytics (AVA) technology, which allows Suning to understand more about who's using the kiosk and what they're interested in buying.

Learn more

To get more details about this solution, download a full length Solution Blueprint at http://www.intel.com/content/www/us/en/retail/intelligent-consumer-product-introduction-solution-blueprint.html.

For more information on intelligent retail solutions, visit Intel's Intelligent Retail Web site: intel.com/retailsolutions. *Follow us on Twitter at* @RetailerInsight.