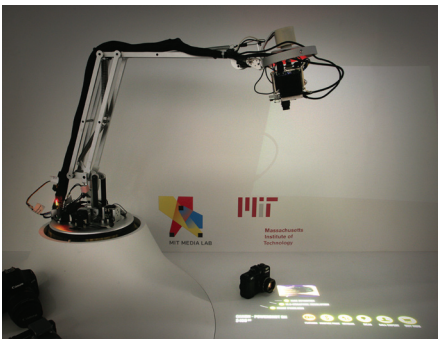


LuminAR Product Counter



An augmented reality based “product counter” that transforms any surface and object into interactive surfaces that blends digital media and information with physical space. This solution enables shoppers to conduct research in store, learn about product features and talk to a virtual expert to get expert advice.

LuminAR is an Intel® Atom™ Processor based technology from MIT Media labs that reinvents the traditional incandescent bulb and desk lamp, evolving them into a new category of robotic, digital information devices. This self-contained system enables users with just-in-time projected information and a gestural user interface. “LuminAR lamp” can be placed on any standard product counter enabling shoppers to get detailed information on products, access web to read unbiased reviews, compare pricing

and conduct research while they play with the real products. Shoppers can get in-depth information on all product features and learn how to use the product in day to day life. This solution also integrates video conferencing, enabling shopper to talk to an expert who may be located remotely to get additional advice.

This solution delivers an innovative in-store shopping experience that combines live product interactions of physical environments and vast amount of information available on web in an engaging and interactive manner. By engaging shoppers in an intuitive, fun and efficient shopping experience and helping them make informed purchasing decision, this solution will enable retailers to differentiate themselves resulting in repeat shopper visits and improved profitability.





MIT MEDIA LAB

INFORMATION IN THIS DOCUMENT IS PROVIDED IN CONNECTION WITH INTEL® PRODUCTS. NO LICENSE, EXPRESS OR IMPLIED, BY ESTOPPEL OR OTHERWISE, TO ANY INTELLECTUAL PROPERTY RIGHTS IS GRANTED BY THIS DOCUMENT. EXCEPT AS PROVIDED IN INTEL'S TERMS AND CONDITIONS OF SALE FOR SUCH PRODUCTS, INTEL ASSUMES NO LIABILITY WHATSOEVER, AND INTEL DISCLAIMS ANY EXPRESS OR IMPLIED WARRANTY, RELATING TO SALE AND/OR USE OF INTEL PRODUCTS INCLUDING LIABILITY OR WARRANTIES RELATING TO FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, OR INFRINGEMENT OF ANY PATENT, COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHT. UNLESS OTHERWISE AGREED IN WRITING BY INTEL, THE INTEL PRODUCTS ARE NOT DESIGNED NOR INTENDED FOR ANY APPLICATION IN WHICH THE FAILURE OF THE INTEL PRODUCT COULD CREATE A SITUATION WHERE PERSONAL INJURY OR DEATH MAY OCCUR.

Intel may make changes to specifications and product descriptions at any time, without notice. Designers must not rely on the absence or characteristics of any features or instructions marked "reserved" or "undefined." Intel reserves these for future definition and shall have no responsibility whatsoever for conflicts or incompatibilities arising from future changes to them. The information here is subject to change without notice. Do not finalize a design with this information.


The products described in this document may contain design defects or errors known as errata which may cause the product to deviate from published specifications. Current characterized errata are available on request. Contact your local Intel sales office or your distributor to obtain the latest specifications and before placing your product order. Copies of documents which have an order number and are referenced in this document, or other Intel literature, may be obtained by calling 1-800-548-4725, or by visiting Intel's Web site at www.intel.com.

Copyright © 2010 Intel Corporation. All rights reserved. Intel, the Intel logo, and Xeon are trademarks of Intel Corporation in the U.S. and other countries.

*Other names and brands may be claimed as the property of others.

Printed in USA

1210/DEC/IL/IL/PDF

 Please Recycle

324841-001US

