

January 12, 2020



Intel and AREA15 Bring Experiential Retail to Life in Las Vegas

NEW YORK--(BUSINESS WIRE)-- **What's New:** Today, Intel announced a collaboration with [AREA15](#), one of the first purpose-built experiential retail and entertainment complexes. To thrive in the digital age, traditional retailers and malls face a reinvent-or-die reality. AREA15 is tackling this issue by offering live events, immersive experiences and activations, and monumental art installations, employing ground-breaking technology and much more for the retail environment.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200112005023/en/>

Opening in April 2020, the AREA15 property in Las Vegas will include a flexible platform where Intel innovation will play an integral role. (Credit: The Vox Agency)

“Today, only top retailers can afford to explore and implement

experiential design in their stores. We believe immersive, authentically engaging and inspiring experiences in retail are not only possible, but should be accessible for all. Ecosystem collaboration is in Intel’s DNA. AREA15 will help provide scalable, world-class experiential retail solutions for retailers and brands of all sizes.”

– Joe Jensen, Intel vice president and general manager of the Retail, Banking, Hospitality and Education Division

Why It’s Important: [Research](#) shows that 81 percent of Generation Z prefer to shop in stores, and 73 percent like to discover new products in stores. This offers the opportunity to transform how a new generation of consumers chooses to interact with brands. Retailers and brands can’t afford to miss out on engaging this demographic, which is on track to become the largest generation of consumers by 2020 — responsible for [\\$29 billion to \\$143 billion](#) in direct spending.

The rise of the “experience economy,” fueled by rapid shifts in technology-enabled design and culture, has resulted in the business-critical need to understand customers — not only Gen Z — and use that data to design a real-time personal experience.

Intel’s Role: The alliance will initially focus on immersive experiential retail design with the launch of the Intel[®] Experience Incubation Hub, a multiuse venue for innovation and collaboration. It will allow retail ecosystem partners — from creatives to technologists — to test new design concepts and leading-edge technologies.

Opening in April, the AREA15 property in Las Vegas aims to be the gravitational center for the new experience economy, building a flexible platform where Intel innovation will play an integral role. AREA15’s technical and physical infrastructure will be modular, allowing for innovations coming out of the Experience Incubation Hub to be easily tested for proof of

concept and scalability — within AREA15 and beyond — in a variety of forms, from pop-ups to short-term engagements to more permanent installations.

Early collaborators and experiences featured in the Experience Incubation Hub include Artist TRAV, Papinee, Pressure Point Creative, ThenWhat Inc. and Variant.

“AREA15 is a radical reimagining of retail, where visitors can expect to be authentically engaged and inspired in an otherworldly setting,” said Winston Fisher, CEO of AREA15 and partner in Fisher Brothers. “Experience design cannot be separated from technology — it is essential that the two are intertwined and co-developed. That’s where our collaboration with Intel comes in. Together, we’re raising the standard of experience design, and developing best practices for combining technology, art and commerce in exciting, unexpected ways.”

More Context: [Intel at 2020 NRF: Intel Gives Retail the Edge](#)

About Intel

Intel (NASDAQ: INTC), a leader in the semiconductor industry, is shaping the data-centric future with computing and communications technology that is the foundation of the world’s innovations. The company’s engineering expertise is helping address the world’s greatest challenges as well as helping secure, power and connect billions of devices and the infrastructure of the smart, connected world – from the cloud to the network to the edge and everything in between. Find more information about Intel at newsroom.intel.com and intel.com.

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Source: Intel Corporation