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# Intel Reveals New In-Store Concept Technologies at Retail's Big Show

## Revolutionary Kiosk Demonstration Combines Benefits of Internet Shopping, Customer Service Benefits, Energy Savings

NEW YORK--(BUSINESS WIRE)-- Taking advantage of a high-performing and energy-efficient chip the company already sells to computer makers, [Intel Corporation](#) today unveiled a retail point-of-sale (POS) proof-of-concept system that could lower a store's total cost of ownership while improving customer satisfaction.

Revealed at the National Retail Federation Convention (NRF) in New York, Intel's proof-of-concept exhibits the latest in digital signage and point-of-sale technology in a kiosk form factor, and demonstrates how technology can enhance the retail shopping experience.

Accommodating consumer preferences for self-service fueled by e-commerce trends, the kiosk demonstration includes features that match the perks of Internet shopping, such as suggestive selling real-time inventory access, as well as showing promotions, product details and customer reviews. These features, in turn, facilitate sales associate up-selling and cross-selling opportunities, which will increase a retailer's bottom line and customer loyalty.

The POS demo is based on the very popular and energy-efficient 45nm [Intel\(R\) Core\(TM\)2 Duo](#) mobile processor that is inside hundreds of millions of today's laptops and PCs. Compared with legacy POS platforms, the processor in the demo can enable more than a 70 percent reduction in required power use while still providing as much as double the amount of raw processing performance as previous generations of processors.<sup>1</sup> As such, energy savings from this POS system are passed on to retailers by way of lower energy bills.

"Intel-based technologies will ensure retailers are well-positioned to move through the current economy into a successful and profitable future, while giving their customers more information faster and easier than ever before," said Joe Jensen, general manager, Intel Embedded Computing Division. "We hope the combination of improving a customer's retail experience, while also arming sales associates with more accurate information and reducing operations costs, such as electricity bills and maintenance, is a compelling proposition for the world's retailers to take advantage of what Intel technology innovation has to offer."

The proof-of-concept platform features [Intel\(R\) vPro\(TM\) technology](#) (Intel(R) vPro(TM)) with [Intel \(R\) Active Management Technology](#) and offers lower maintenance costs, improved power management and security options such as system diagnosis. Intel vPro technology allows administrators to manage systems remotely, making it possible to turn off all systems overnight to increase energy savings and reduce the need for technicians to go on-site for system maintenance, resulting in decreased carbon emissions and lower operational expenses for retailers.

The modular design of the proof-of-concept system promotes easy upgrades to next-generation CPU platforms so retailers can remain in sync with the latest technology advancements. The POS demo is customizable with a removable PC board and individual modules that can be added on, taken off, interchanged or replaced to meet evolving business needs.

Intel's point-of-sale proof-of-concept demo was designed by frog design, a global innovation firm based in San Francisco. The demo will be on display at the [Intel booth #2717](#) at NRF. For more information about the demo, visit [www.intel.com/go/ic](http://www.intel.com/go/ic).

#### About Intel

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Intel(R) Active Management Technology requires the platform to have an Intel(R) AMT-enabled chipset, network hardware and software, as well as connection with a power source and a corporate network connection. With regard to notebooks, Intel AMT may not be available or certain capabilities may be limited over a host OS-based VPN or when connecting wirelessly, on battery power, sleeping, hibernating or powered off. For more information, see [www.intel.com/technology/platform-technology/intel-amt](http://www.intel.com/technology/platform-technology/intel-amt).

EDITOR'S NOTE: Multimedia is available at [www.intel.com/pressroom/archive/releases/20090112comp\\_sm.htm](http://www.intel.com/pressroom/archive/releases/20090112comp_sm.htm).

1. Source: "Advanced CPUs: The Impact on TCO Evaluations of Retail Store IT Investments," by Global Retail Insights (an IDC company).

Source: Intel Corporation