January 12, 2009

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.[1] 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.

About Intel

Intel offers a broad spectrum of embedded silicon, technologies, components and tools that enable users to meet stringent platform requirements and competitive development schedules. Intel architecture-based processors provide enhanced energy-efficient performance within power and space constraints common for embedded applications. For more information, visit www.intel.com/go/embedded.

Intel (NASDAQ:INTC), the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.com/pressroom and blogs.intel.com.

Intel, the Intel logo, Intel Core and Intel vPro are trademarks of Intel Corporation in the United States and other countries.

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

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.

EDITOR'S NOTE: Multimedia is available at 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