

SOLUTION BRIEF

Intel® IoT
Digital Kiosks



Tomorrow's Digital Signage, Today with 3D Holographic Kiosks

Intel® technologies and Provision 3D holographic kiosks lead to more focused campaigns and higher sales for consumer brands and retailers

“Intel® Retail Client Manager is cost-effective and easy to use compared with other platforms. With Intel's commitment to technology, we know that what we see today will only get better over time.”

Curt Thornton
CEO, Provision

Transforming Campaigns with Interactive 3D Holographic Kiosks

It takes more than a printed sign or newspaper coupon to reach today's consumers. To overcome ad blindness, Provision Interactive Technologies has developed 3D holographic kiosks that project digital video holograms of popular consumer products. While shoppers print coupons from the kiosks, analytics software from Intel, once activated, can measure demographic data about who's engaging.

So far, Provision's 3D Savings Center Kiosk has been deployed at 200 Rite Aid locations in New York and Los Angeles. A powerful combination of Intel® technologies maximizes visual performance and eases the management and security of the kiosks. Intel® Core™ i5 vPro™ processors enable technicians to remotely manage kiosks for maximum uptime, and give retailers peace of mind that their data and network remain secure. Operators can also easily update content using Intel® Retail Client Manager (Intel® RCM) software. Meanwhile, Intel® Audience Impression Metrics Suite (Intel® AIM Suite), once activated, performs anonymous, real-time audience counting that includes the shopper's gender, age, and view time.

Powered by Intel® business intelligence solutions and technologies for the Internet of Things (IoT), Provision is forever changing how retailers and brands target and engage with their customers.

Brands Compete for Attention

Today's consumers see advertisements in so many places, they barely notice them. Brands compete for attention everywhere their customers go—especially at retail stores. Here, coupons can give shoppers that extra nudge to purchase a product while shopping inside the store that day. And consumers love them. In a recent survey, 96 percent of shoppers said they had used a coupon in the last three months.¹ Nearly three-quarters of them said using coupons made them feel smarter about purchases.

But for consumer brands and retailers, traditional coupon distribution requires a lot of work for minimal results. For example, only around 1.2 percent of newspaper coupons are eventually redeemed.² In addition, it's almost impossible to know what kind of customer acquired or redeemed the coupon. Retailers and brands need more effective ways to reach their customers, understand them, and give them what they want—great deals on the products they want to buy.



Holograms Attract Customers—and Sales

Grocery and drug stores aren't known for breaking technological ground. So when shoppers walk into a neighborhood store and see a futuristic hologram of a favorite product being projected from a kiosk, it's bound to turn some heads.

That's the idea behind Provision's holographic displays. The company has developed a line of point-of-sale and merchandising displays that project images up to 42 inches from the screen. Shoppers don't need to wear 3D glasses to see the holograms, which are floating digital videos. When customers approach the kiosk, they are prompted to enter their rewards card information and receive a coupon for the advertised product. For in-store products with various retailers, Provision has experienced redemption rates of 85 percent for high-value offers. For out-of-store products, redemption rates have measured from 10 percent up to 40 percent on high-value offers, compared with industry averages Provision estimates to be 2–5 percent.

Rite Aid, a major US retail chain with thousands of stores across the country, is deploying Provision's 3D Savings Center Kiosk to engage customers, increase traffic, and boost sales. Four hundred kiosks have been installed so far, and Provision will continue to aggressively expand stores in 2016. Provision is also pursuing agreements to launch 3D holographic displays and kiosks at other major chains in the US and around the world.



Figure 1. Provision's 3D Savings Center Kiosk has been deployed at 400 Rite Aid locations in Los Angeles and New York.

Easy Management, Amazing Results

While retailers dedicate their floor space to Provision's kiosks, consumer brands provide funding through advertisements. To secure advertising dollars, Provision needed the ability to easily manage promotions and closely measure the performance of its kiosks by capturing data.

Provision researched several content management products, but none of them were dynamic enough to meet the company's needs. Eventually, Provision turned to Intel RCM, piloting the software in 10 stores in Los Angeles and New York over a three-month period. The pilot solution featured Intel AIM Suite, which recognizes patterns in faces and bodies to count the types of customers who pass through a zone. The data collected was enough to prove a high level of customer engagement with the kiosks and win buy-in from major consumer brands.

"Intel Retail Client Manager is cost-effective and easy to use compared with other platforms," said Curt Thornton, CEO of Provision. "With Intel's commitment to technology, we know that what we see today will only get better over time."

Smart Intel® Technologies Power Kiosks

A powerful combination of Intel® hardware and software enables Provision's next-generation 3D kiosks. The kiosks are equipped with Intel Core i7 vPro processors—for superior visual performance that makes 3D holographic projections look amazing—plus a high level of security to protect data and networks. Intel® vPro™ technology can alert Provision to potential issues and allow technicians to remotely diagnose and manage the kiosks, so they stay up and running during busy retail hours. In addition, network operators can turn kiosks on and off remotely, saving money on service calls.

Provision uses Intel RCM to program holographic image content based on advertisers' needs. When deployment reaches higher levels and in agreement with the retailer, Intel RCM can be activated to enable dynamic holograms that change based on the demographics of shoppers in close proximity to the kiosk. The software is easy enough to use that non-technical employees can quickly launch targeted campaigns and manage content in real time, no matter where they're working. Content and scheduling can easily be adjusted based on weather conditions, shopper preferences, audience demographics, and other considerations.

Intel RCM includes Intel AIM Suite for advanced audience analytics. Using anonymous sensors and highly sophisticated computer algorithms, when activated, Intel AIM Suite accurately counts the potential and actual audiences for visual messages and merchandising. It profiles viewers by variables as broad as gender and age range, to as specific as viewing times and durations. No personally identifiable information is stored, and images are discarded once their data is processed.

PROVISION 3D SAVINGS CENTER KIOSK SOLUTION ARCHITECTURE

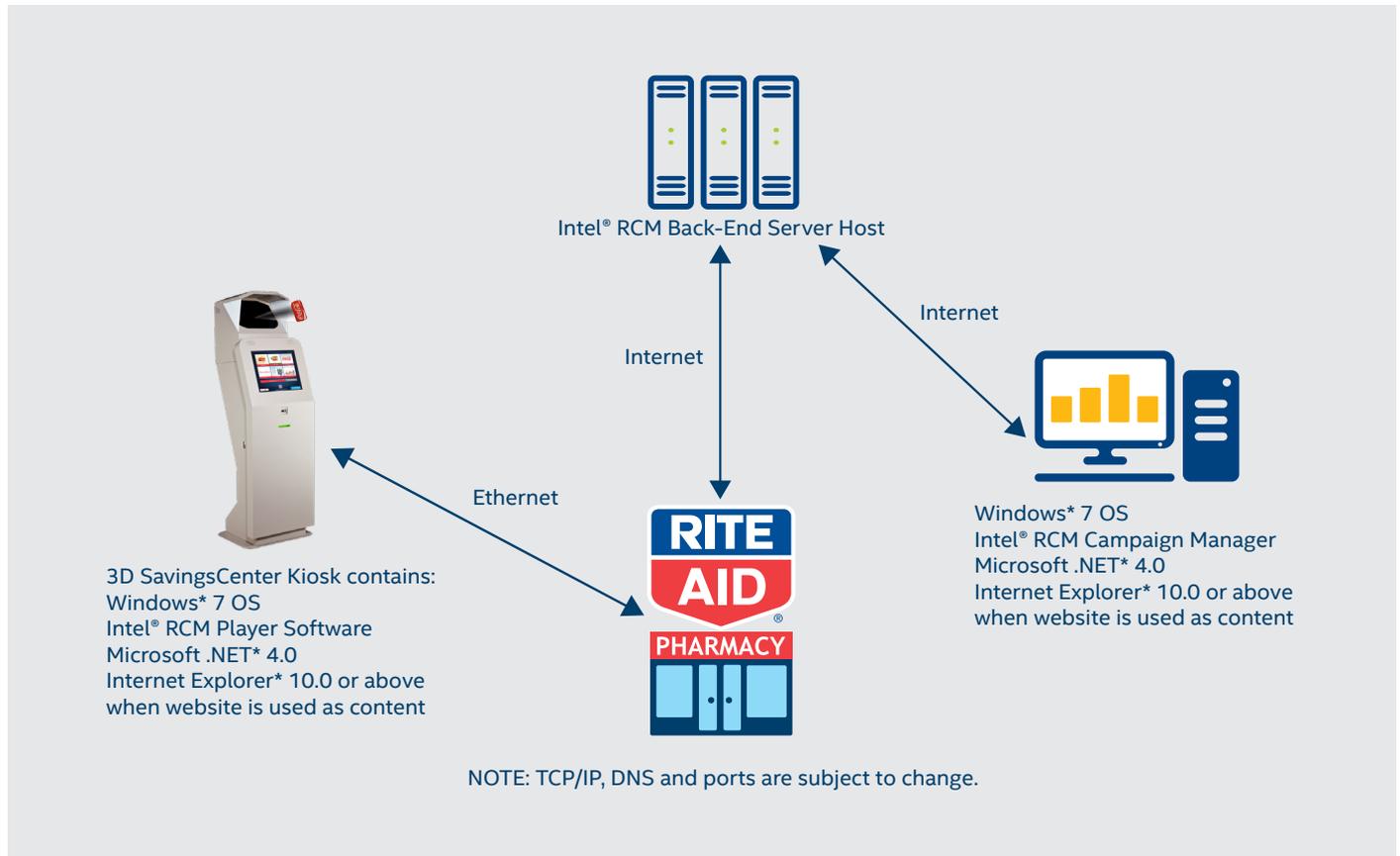


Figure 2. At the kiosk, customers enter their rewards card information and receive a coupon for the advertised product. Intel® Retail Client Manager makes it easy to manage 3D campaigns and collect audience data, once activated.

RETHINKING RETAIL

Intel powers the omnichannel experience with scalable, flexible, and secure technologies. From accurate inventory visibility, to immersive online and in-store experiences through digital displays, to secure mobile payment, Intel and its ecosystem partners are changing retail. Customers are demanding and their expectations change quickly. Be ready to respond faster and more efficiently with an infrastructure that creates a frictionless customer experience.

No matter what technologies you need in your stores, Intel offers a flexible foundation that's easy to manage.

- **Mobile solutions**, including Intel® processor-based ruggedized tablets and kiosks, help customers find product information while shopping.
- **Digital signage** and vending solutions help retailers present customized offers and showcase products.
- **Omnichannel solutions**, like Intel® Retail Client Manager, deliver a consistent experience across a growing number of channels.
- **Data-driven solutions**, including sensors, beacons, gateways, servers, and analytics programs, collect and analyze real-time data for valuable insights.
- **Security solutions** help protect retailers against growing malware threats.

A Revolution in Digital Signage

By taking advantage of a combination of IoT, business intelligence, and security innovations from Intel, Provision has developed a portfolio of attention-grabbing digital signage that's currently unrivaled in its industry. With plans to deploy thousands of kiosks in retail stores across the US, Provision's 3D holographic technology is poised to revolutionize what retailers and consumer brands understand about their customers—who they are, how they shop, and what they want.

Learn More about IoT

For more information on Intel retail solutions, visit intel.com/retail.

To learn more about Intel Retail Client Manager, visit intel.com/content/www/us/en/retail/rcm.html.

To learn more about Provision, visit provision.tv/.



1. "2014 Coupon Trends," Inmar, Inc. February 2014, http://go.inmar.com/rs/inmar/images/Inmar_2014_Coupon_Trends_Report.pdf.
2. "The coupon report: Benchmark data and analysis for e-mail marketers," Experian Marketing Services. 2009, www.experian.com/assets/marketing-services/white-papers/EMS_coupon_report_WP.pdf.
3. Requires activation and a system with a corporate network connection, an Intel® AMT-enabled chipset, network hardware and software. For notebooks, Intel AMT may be unavailable or limited over a host OS-based VPN, when connecting wirelessly, on battery power, sleeping, hibernating or powered off. Results dependent upon hardware, setup and configuration. For more information, visit Intel® Active Management Technology.

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