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# Intel Unveils Connected Store with adidas, Best Buy, Kraft Foods, MIT Media Lab, Procter & Gamble

Concept Unveils 2nd Generation Intel(R) Core™ Processor-based Solutions and Intel(R) AIM Suite Video Analytics

## NEWS HIGHLIGHTS

- Intel features adidas\*, Best Buy\*, Kraft Foods\*, MIT Media Lab\* and Procter & Gamble\* in future of retail concept.
- 2nd Generation Intel(R) Core™ processors power the latest retail and digital signage concepts.
- Harley Davidson\*, NEC\* and The Venetian Resort Hotel Casino(R)\* support Intel's new video analytics technology, Intel(R) AIM Suite, which anonymously collects viewer metrics.

NEW YORK--(BUSINESS WIRE)-- NATIONAL RETAIL FEDERATION CONVENTION - [Intel Corporation](#) today unveiled its Connected Store concept, a two-story, 2,400 square-foot futuristic retail storefront equipped with the latest technology for the retail and digital signage market segments.

Powered by [2nd Generation Intel\(R\) Core\(TM\) processors](#), previous-generation [Intel\(R\) Core\(TM\) processors](#) and [Intel\(R\) Atom\(TM\) processors](#), the Connected Store features interactive demonstrations and proof-of-concepts that aim to integrate the best of online and mobile shopping with traditional retail environments. Notable industry brands such as [adidas\\*](#), Best Buy\*, [Kraft Foods\\*](#) and Procter & Gamble\*, in addition to researchers at the MIT Media Lab\*, worked with Intel to create these experiences and showcase what's possible.

"Intel's innovative retail solutions are designed to meet the changing needs of tomorrow's marketplace by promoting brand interaction and delivering a more personalized and enjoyable shopping experience," said [Jose Avalos, general manager, Embedded Computing Division, Intel](#). "The interactive demos illustrate how retailers are able to reduce energy consumption, lower total cost of ownership and increase profits with features such as remote manageability and anonymous video analytics."

Several of the proof-of concepts feature the company's first "visibly smart" 2nd Generation Intel Core processor family that combines visuals and 3-D graphics technology with performance-leading microprocessors on a single chip. Demos involving Intel(R) Retail Interactive Fashion Experience, adiVERSE (a virtual search engine footwear wall) and the Intel(R) Digital Signage Endcap all show unique ways to seamlessly integrate these technologies into a retail environment with benefits for retailers and consumers alike.

Intel today also announced Intel(R) AIM Suite, a new video analytics technology for anonymous audience measurement in retail and digital signage applications in traditional storefronts. Showcasing the software capabilities via demos in the Connected Store, Intel AIM Suite anonymously monitors viewer metrics such as age, gender and length of attention. This enables retailers and advertisers to deliver targeted content for individual viewers and track return on investment with greater accuracy. Leading brands supporting Intel AIM Suite technology include [Harley-Davidson\\* in Canada](#), [NEC\\*](#) and [The Venetian Resort Hotel Casino\\*](#) in Las Vegas.

Demos highlighted in the storefront include the [Intel Retail Interactive Fashion Experience](#), [adiVERSE](#), [Intel Digital Signage Endcap Concept](#), [Next Generation Meal Planning Solution](#), [LuminAR\\* Augmented Product Display Counter](#), Next Generation Quick-Service Restaurant Kiosk, Secure Point-of-Sale Self Check-out Kiosk, and Intel(R) Expressway Tokenization Broker.

More information on the interactive demonstrations featured in the Intel booth is available in the [NRF Demo Fact Sheet](#) and the [Smarter Devices with Intel\(R\) Embedded Press Kit](#).

#### About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at [newsroom.intel.com](#) and [blogs.intel.com](#).

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Note to editors: multimedia is available at:

[www.intel.com/pressroom/kits/embedded/index\\_digital.htm](http://www.intel.com/pressroom/kits/embedded/index_digital.htm)

Source: Intel Corporation