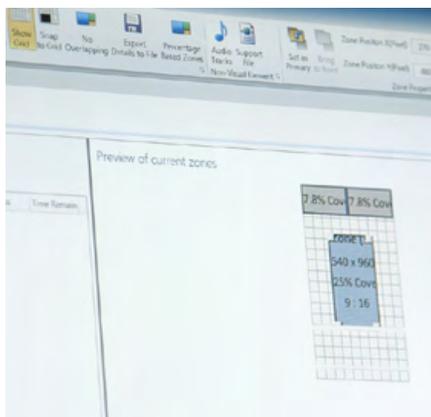




Software Solution Helps Retailers Launch Digital Campaigns with Ease

Intel® Retail Client Manager helps retailers easily manage digital content across consumer touchpoints to create valuable consumer experiences and sales opportunities



Intel's intelligent content management system solution gives retailers the power and flexibility to deliver digital signage content with greater impact—when and where it matters most.

Communicating with customers has gotten trickier, particularly for retailers who are striving to stay relevant in the face of steeper competition. Keeping the doors open hinges on providing customers with sensory-rich, in-store experiences that differentiate brick-and-mortar from ecommerce.

For marketers and technology professionals, digital signage is essential to successfully navigate the complexities and realities of today's retail age. With the ability to deliver dynamic messages in real time and capture critical sales opportunities, digital signage—billboards, kiosks, ATMs, point-of-sale systems, vending machines, and more—offers retailers tremendous upside.

But implementing and managing a digital signage infrastructure and its supporting software is not a trivial task. Today, retailers can simplify the process with Intel® Retail Client Manager (Intel® RCM), an easy-to-use content management system solution for managing content across a wide range of consumer touchpoints.

Using Intel RCM can help retailers to deliver captivating customer experiences when and where they matter most, optimize brand awareness, improve advertising effectiveness, and increase revenue.

Today's Retail Challenges

With its power to engage shoppers and directly influence sales, intelligent digital signage is a major component of today's retail marketing strategies. But not all solutions are created equal. When it comes to deployment, retailers are encountering distinct challenges in their quest to meaningfully connect with consumers, including:

- Difficulties getting dynamic content in front of the customer
- Lack of flexibility to execute sophisticated campaigns that are synchronized across multiple touchpoints
- Lack of agility to meet evolving circumstances, such as changes in foot traffic or the weather
- Removing dated content
- Relying on IT departments to change content
- Wasting opportunities by showing the wrong content to the wrong customer

These issues are unpleasant surprises for retailers who have spent significant time and money on solutions that were supposed to reduce, or at least minimize, them.

INTEL® RETAIL CONTENT MANAGER ENABLES RETAILERS TO:

- Securely manage content on multiple screens
- Deliver captivating customer experiences across multiple touchpoints
- Increase uptime and lower costs with integrated Intel® Active Management Technology (Intel® AMT)¹
- Compose campaigns and deliver customized content in minutes
- Improve advertising effectiveness with optional Intel® Audience Impression Metrics Suite (Intel® AIM Suite)

The Solution: Intel® Retail Client Manager

Intel Retail Client Manager is an intelligent software solution for managing content across the full range of digital consumer touchpoints. Using Intel RCM, retailers can create, schedule, and launch strategic campaigns for specific audiences—in real time, from anywhere.

Create, Secure, Manage, Display

Intel RCM offers many advantages to marketing and technology professionals, helping them meet strategic and operational goals. Here are the highlights.

Optimize Brand Awareness

Dynamic content attracts four to six times more viewers than static print content, according to a study at the Venetian Hotel in Las Vegas.² By combining this engagement potential with the wide variety of digital signs, retailers can exponentially increase visibility and reach, to capitalize on sales opportunities. Some examples:

- Deliver personalized, relevant messages to key audience segments, locally or globally
- Build playlists that deliver impactful, eye-catching visuals to influence buying decisions in multiple zones
- Deploy messages to an entire store or a single aisle

- Enforce accurate pricing and message consistency
- Eliminate the problem of outdated content

Improve Customer Experiences

Marketers can create immersive campaigns using nearly any kind of content and combine them into single displays: HD video, Flash*, images, web content, RSS, Silverlight*, and TV (over-the-air, satellite, or cable).

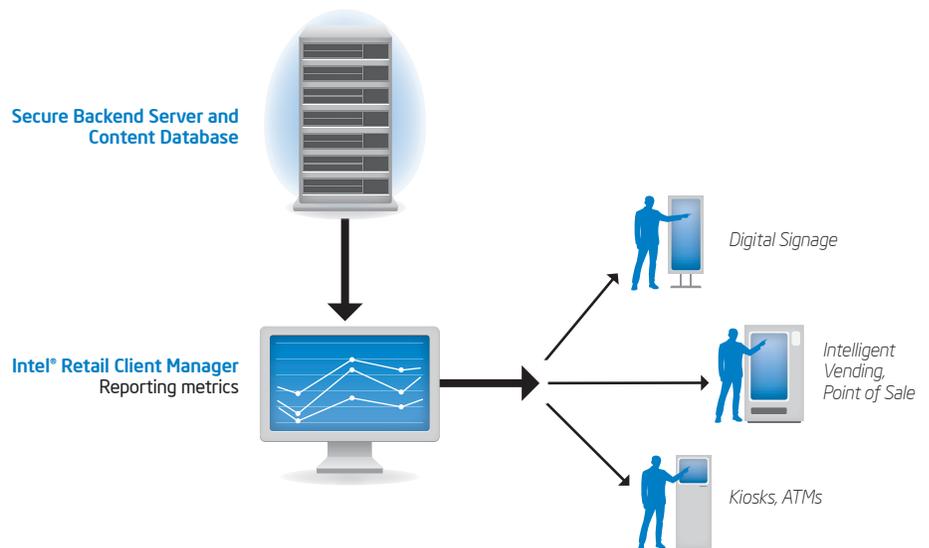
Playlists can be created for different zones to create highly dynamic displays. Content can be broadcast together or separately across the digital signage network.

Simplify Campaign Management

An intuitive interface allows non-technical employees—no dedicated staff required—to create and broadcast sophisticated campaigns across the retail network. What’s more, every campaign element can be managed remotely from a single location (Figure 1).

- Compose campaigns in minutes
- Customize content on the fly
- Create and deliver highly visual content in real time
- Control each digital sign independently
- Customize screens independently to engage specific audience segments

Figure 1. The intuitive Intel® Retail Client Manager platform allows marketing campaigns to be easily created, deployed, and securely managed from a single location. Digital displays can be customized independently to engage specific audience segments.



Remotely Manage, Secure, and Maintain the Network

Intel® Active Management Technology (Intel® AMT) gives IT departments the tools needed to keep robust digital signage infrastructures up, running, and effective, including the ability to:

- Remotely control systems even if the OS is down
- Detect, diagnose, and repair problems quickly and cost-effectively
- Remotely power down systems for maintenance, then power them up again
- Remotely install software updates and security patches
- Minimize downtime
- Manage permissions for user access

Reduce Costs

Intel RCM helps marketers and IT departments keep costs under control by:

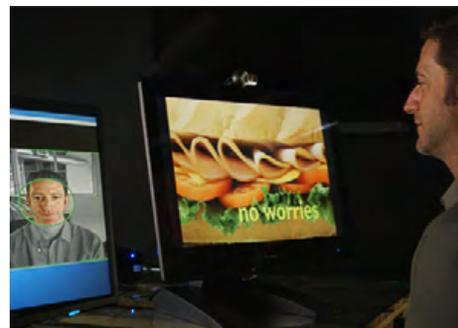
- Eliminating the high paper, printing, transportation, and set-up costs associated with static, low-impact signs

- Minimizing costly onsite repair visits using Intel AMT
- Reducing the time and resources needed to create, deploy, and manage campaigns

Gain Shopper Intelligence

Intel RCM can be used with Intel® Audience Impression Metrics Suite (Intel® AIM Suite) to anonymously gauge the effectiveness of digital sign content by measuring how much time people spend looking at displays. With its sophisticated computing algorithms, Intel AIM Suite allows retailers to tailor advertising content based on audience behavior and characteristics, helping to display the right message to the right person. Intel AIM Suite provides data on a number of key metrics, including:

- The number of viewers at every sign in real time
- Viewer demographics (e.g., age range and gender) using Anonymous Video Analytics software
- Dwell time and average view time, including by gender, age, and time of day
- Correlation of viewership with point-of-sale activity



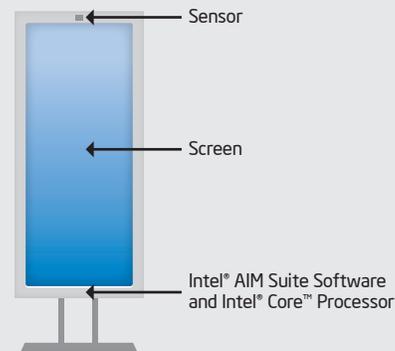
When Intel® Audience Impression Metrics Suite detects the person in front of the digital sign is male, Intel® Retail Client Manager can be configured to show an advertisement of interest to men.

HOW INTEL® AUDIENCE IMPRESSION METRICS SUITE TECHNOLOGY WORKS

Intel® Audience Impression Metrics Suite (Intel® AIM Suite) provides shopper intelligence by analyzing video feeds captured in-store. Using simple sensors and sophisticated software, Intel AIM Suite delivers actionable insights about shopper behavior, messaging, and merchandising.

Intel AIM Suite equips marketers, retailers, and brands with the Power to Know, enabling them to increase the effectiveness of messaging and product displays, improve the customer experience and, ultimately, increase the return on investment.

- Sensors and unique algorithms use machine-learned patterns to detect the numbers, genders, and age groups of consumers as they move through defined spaces and respond to visual messaging.
- Consumers who come within a predetermined viewing field are temporarily and anonymously captured in real time.
- Sophisticated reporting and analysis tools help retailers and brands understand what's happening in-store and fine-tune messaging, store design, merchandising, and staffing.



The Technologies

Intel RCM is supported by an ecosystem of solution providers whose products are specifically designed to run great on Intel® architecture.

- **Intel® Core™ vPro™³ processor family**—easily handles the demands of compute-intensive HD video and 3D graphics, and enables content coordination across multiple displays
- **Intel AMT**—provides the tools to diagnose, repair, and manage entire digital signage infrastructures remotely
- **Intel AIM Suite**—anonymously measures the effectiveness of digital touchpoint campaigns, allowing marketers to optimize messages

An Intelligent Future

Digital signage is skyrocketing worldwide and offers retailers game-changing opportunities. Those who can harness these innovations the quickest will reap the greatest rewards. But capitalizing on digital consumer touchpoints and implementing solutions create a complex, high-stakes environment that, if deployed poorly, can cause financial and strategic setbacks.

Which is why Intel Retail Client Manager was developed. Designed with today's retailers in mind, Intel RCM helps take the complexity and cost out of content management helping retailers thrive, today and tomorrow.

Partner Information

For purchasing or support for Intel® Retail Client Manager, contact these partners:

- **Avnet Embedded** at www.rorke.com/industries/rorke-digital-signage-solutions
- **Seneca** at www.senecadata.com/products/vendor-partners/intelrcm/intelrcm.aspx

For more information about the Intel Retail Client Manager, including product information and videos: www.intel.com/rcm

¹ 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](#).

² Intel Corporation. "A Report on a Field Trial of Anonymous Video Analytics (AVA) in Digital Signage." pg.4. www.intel.com/content/www/us/en/retail/digital-signage-core-ava-field-trial-paper.html.

³ Intel® vPro™ Technology is sophisticated and requires setup and activation. Availability of features and results will depend upon the setup and configuration of your hardware, software and IT environment. To learn more visit: www.intel.com/technology/vpro.

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