



Booth Demo Fact Sheet

NRF 2012: Intel Booth Demonstrations

Jan. 16-18, 2012 — Technology and shopping converge with Intel Corporation's display of interactive retail demonstrations at the 2012 National Retail Federation Convention (NRF) in New York.

Intel retail solutions developed with leading brands including [adidas*](#), [HSN*](#), [Kraft Foods*](#), [the LEGO Group*](#), [Macy's*](#) and [Petrobras*](#) deliver personalized and memorable experiences while enabling retailers to connect with consumers in new and exciting ways.

Using [2nd generation Intel® Core™ processor](#)-based technology in conjunction with [Intel® Audience Impression Metric](#) (Intel® AIM Suite) and [Intel® Active Management Technology](#) (Intel® AMT), Intel is providing retailers with high-performance solutions that are cost-effective, easy to manage and deliver measurable results.

Below are brief descriptions of the demos at booth #2251 in the Jacob Javits Convention Center. For more information about Intel's retail deployments, please visit the [NRF presskit](#).

Connected Store – Future of Retail Demonstrations:

- **Macy's Gives Cosmetics Counters a New Face Using the Beauty Spot**

Shopping for cosmetics can involve a significant amount of research, given the large number of brands, products, applications and range of prices. With assistance from Intel, Macy's created the Beauty Spot digital experience powered by the 2nd generation Intel® Core™ i7 processor, offering customers a helpful and fun way to evaluate cosmetics across multiple brands. Macy's Beauty Spot complements Macy's high-touch, in-store service by providing an alternative way for customers to learn more about beauty care products. It introduces a unique "concierge" role into the Macy's Beauty experience, and in several stores delivers an engaging, interactive touchscreen experience. For those seeking a second opinion before making a purchase, they can get real feedback from other customers via product reviews.



- **Kraft Foods Deploys DIJI-TASTE Product Sampling Platform for Immersive Consumer Experience**

The new Kraft Foods DIJI-TASTE, developed in collaboration with Intel, delivers a new approach to product sampling through a stylish and interactive digital experience. The first deployment of DIJI-TASTE uses Intel AIM Suite to anonymously detect the age bracket of the user and offer complimentary samples of TEMPTATIONS by JELL-O desserts to adults who approach the station. The JELL-O DIJI-TASTE experience is currently deployed at the Shedd Aquarium in Chicago and South Street Seaport in New York.



- **HSN Expands Reach with Debut of the “HSN TOUCHWALL: Play, Shop, Share”**

Intel collaborated with HSN to develop an interactive touchwall that enables the company to expand its reach and interaction with shoppers beyond TV and the Internet. Using the touchwall, consumers can take a virtual cooking class from world-renowned chef Wolfgang Puck, learn how to use his products and create shopping lists. Following the experience, participants will receive an email or text on their mobile phone with a shopping list and link to order online. The "HSN TOUCHWALL" epitomizes how HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. It enables HSN to reach new shoppers and connect with their existing shoppers in a meaningful way by telling a story that leaves a memorable and lasting impression.



- **The LEGO Group Creates New Brand Experience with Interactive Window**

Through an innovative interactive window display, LEGO brand retail stores give shoppers the opportunity to star in a game as a LEGO® Minifigure, in which the animated character mimics the player's movement. The window is a further development of the popular augmented reality Digital Box that is currently in all LEGO brand retail stores. Both solutions aim to bring the LEGO experience to life in a new, exciting and immersive way. The interactive window experience is created by animation and gesture recognition software running on media players based on 2nd generation Intel Core i7 processors. The interactive window is featured at the LEGO brand retail store at Water Tower Place in Chicago.



- **adidas* Delivers Virtual Footwear Wall Concept**

Showcasing an innovative way to provide customers with more product choices, the virtual footwear wall demonstrates how retailers can give in-store shoppers access to their expanded online inventory via a digital display. Using state-of-the-art touchscreen and precision real-time 3-D rendered products, shoppers can select



products on a virtual shelf, view the product from any angle, zoom in for more details, get more information on the technical benefits of the product, see what others are saying about it in social networks and ultimately purchase directly from the wall.

- **Rite Aid Pharmacies Tests 3-D Advertising in Select Stores**

Rite Aid strives to deliver increased value, convenience and relevance to its customers every day. As such, Rite Aid stores are installing the first 3-D holographic digital signage display, called the 3D Reward Center. The kiosk offers a visually stunning display with advertised products popping out of the screen and has the ability to dispense valuable coupons, host promotions and eventually integrate with its Wellness customer loyalty program. Using Intel AIM Suite also provides customer tracking data to determine the most popular promotions and average demographics and traffic by time of day.



- **Petrobras Delivers the Gas Station of the Future**

Petrobras, the third-largest energy company in the world, recently debuted the "Gas Station of the Future" in Brazil to deliver a more personalized experience at the pump. When a customer drives up to the station, the car is recognized by its license plate or an RFID tag. Digital signage at the pump subsequently plays personalized advertising based on consumer preferences and profiles entered in the customer rewards program. In addition, a multi-purpose interactive kiosk displays the latest items in the convenience store, maintenance services and even allows patrons to print directions to desired destinations. The kiosk also features Intel AIM Suite technology to display more relevant advertisements to patrons.



- **Coca-Cola Jazzes Up Product Displays in Israel**

Coca-Cola wanted to play advertisements near their product displays, which change a few times a month. Unlike typical office buildings, most retail environments aren't wired for universal network access. For that reason, Coca-Cola chose a wireless digital signage solution based on Intel® Core™ i5 processors. Today in many stores in Israel Coca-Cola products are displayed beneath digital signage playing a relevant clip promoting the weekly special. The signage displays connect to WiFi or 3G, a capability that increases placement flexibility, minimizes deployment effort and lowers support costs using advanced remote management technology – Intel AMT.



- **Inwindow "Experience Stations" Reach Out to Customers**

Intel and Inwindow Outdoor have developed the latest advancement in digital signs, called "Experience Stations," capable of interacting with consumers in a multitude of ways. Consumers can choose to use touch or gestures to explore the sign via the 3-D cameras as well as make transactions with mobile devices using near field communication (NFC). When people approach, Intel AIM Suite determines their gender and age bracket and subsequently plays personalized advertising based on audience demographics. This enables advertisers to get the right message to the right people at the right time.



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