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# Booth Demo Fact Sheet

## NRF 2013: Intel Booth Demonstrations

Jan. 14-15, 2013 — [Intel Corporation](#) today unveiled innovative high-tech solutions designed to help leading retailers improve consumer engagement and inventory management. The applications with adidas\*, Carnegie Mellon University\*, Costa Coffee\*, McCormick & Company\*, METRO GROUP\*, PepsiCo\* and Suning\* are on display at the National Retail Federation Convention (NRF) in New York.

Below are brief descriptions of the demos at the Intel booth (#1539) in the Jacob Javits Convention Center. For more information about Intel's retail deployments, please visit the [NRF press kit](#).

### **Solutions Aimed at Improving Inventory Management:**

Retailers are increasingly looking for better ways to track inventory and avoid the cost of lost sales from out-of-stock merchandise and overstocked products that must be deeply discounted to sell. To address this issue, Intel is working with leading retailers to develop new solutions that harness Intel-based technology to better monitor inventory.

- **PepsiCo Offers a Refreshing Interactive Vending Solution**

The Pepsi Interactive Vending machine, powered by Intel® Core™ processors, provides users with a fully-digital experience. Consumers are able to view current commercials as well as nutritional information about products sold by the machine. They can also send the gift of refreshment to others. The machines are connected to the cloud, enabling PepsiCo to remotely manage inventory levels, schedule deliveries and instantly update digital content and messaging.



- **METRO GROUP Intelligent Labels Enable Instant New Product Specials and Education**

METRO GROUP hypermarket REAL, a part of the fourth-largest retailer in the world, is using digital shelf labels installed on end-cap displays at a future store to increase awareness of new products with eye-catching animations and instantly change pricing on soon-to-expire items. The shelf labels contain an LCD module that can display price, product information and high-definition video. The content management system runs on an Intel Core processor-based platform with [Intel® Active Management Technology](#) (Intel® AMT)



that allows the retailer to automatically update pricing throughout the store and reduce costs associated with regularly updating price tags.

- **Carnegie Mellon University Intelligent Shelf Ensures Correct Product Placement**

Ensuring correct product placement for maximum sales on store shelves is a time-consuming and expensive process that is not performed frequently enough. To ease the process, researchers at Carnegie Mellon University worked with Intel to develop an automated shelf compliance concept that is currently in pilot at the school's bookstore. The concept uses a robot equipped with digital image recognition technology running on Intel processors to track out-of-stock or misplaced items.



- **Suning\* Uses Product Introduction Wall to Raise Awareness for New Products**

The leading electronics store chain in China, Suning, is using the intelligent product introduction wall to keep inventory levels aligned with consumer demand for new products. The Intel-based solution allows consumers to easily research Ultrabook™ products and associated features. The integration of the Intel AIM Suite also allows Suning to gain greater insight into anonymous demographics of who is using the machine and what are the most popular products.



- **adidas Showcases the Journey from Concept to Deployment with Virtual Footwear Wall**

The adidas Virtual Footwear Wall debuted at the National Retail Federation Expo in 2011. The Virtual Footwear Wall is an innovative way to provide in-store shoppers more product choices with access to expanded online inventory via an interactive digital display. Since its debut, adidas has evolved the wall from a proof-of-concept through worldwide pilot programs to a scalable solution ready for deployment. During the pilot program, adidas saw a tremendous increase in sales as well as an improvement in brand perception in each location where the virtual footwear wall was tested. For example, while deployed in the London flagship store, sales of the featured product increased by 500 percent.

**Solutions Designed to Increase Brand Engagement and Loyalty:**

Technology allows companies to have a greater impact on consumer's perception and interactions with a brand. Meanwhile, consumers also have near-constant access to the opinions of other shoppers through social media. Intel is working with retailers to develop more fun and engaging consumer interactions to leave a positive, lasting brand impression.

- **McCormick & Company Engages the Senses in a World of Flavors**

McCormick & Company, a global leader in flavor, developed an intelligent in-store experience that features five destinations designed to educate consumers on the corporate brand and range of global flavors offered in a fun and engaging way. The digital destinations include "FlavorPrint" to explore personal flavor profiles, "Guess That Spice," a



sensory experience, “Flavor Explorer” to learn about the history of the company and flavors as well as videos and a chef demo area. The engagements are at the McCormick World of Flavors retail destination in Baltimore, McCormick’s only branded retail environment, and consistently achieves 70-75 percent guest usage. The experience is powered by Intel Core processors with Intel AMT for remote manageability.

- **Costa Coffee Intelligent Self-Service Espresso Bar Offers Premium Coffee Whenever, Wherever**

The world’s second-largest coffee chain, Costa Coffee, collaborated with Intel to develop a self-serve espresso bar to provide customers with an unprecedented experience and quality espresso drinks in areas not feasible for a storefront. The Costa Express\* features touchscreens and near-field communication technology for cashless payments. Using Intel AIM Suite, an anonymous video analytics tool, Costa Coffee is also able to better understand who is using the machines and what consumers are buying in order to offer the right product mix in each location. The Intel-based machines are currently deployed in 2,500 locations in the United Kingdom, with plans to expand into new markets throughout 2013.



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