

Booth Demo Fact Sheet

NRF 2015: Intel Booth Demonstrations

Jan. 11, 2015 — At the National Retail Federation (NRF) Big Show, [Intel Corporation](#) is showcasing new retail products and innovations available in market today that are driving the Internet of Things forward, including secure payment/data processing, marketing/campaign optimization, remote device management, mobility, and in-store inventory management.

Today's shoppers are more tech savvy and discerning than ever before. To help meet growing consumer needs, Intel is working with leading retailers and the industry to develop the latest technologies with analytics, personalization and security features to deliver engaging and customized shopping experiences to consumers. Below are brief descriptions of the demos displayed in Intel's booth (#2543) at NRF's Big Show from Jan. 11-13, 2015 in New York at the Jacob K. Javits Convention Center. For more information about Intel's retail solutions, visit the [online press kit](#).

Security for Retail

The mounting number of data breaches has cast doubt on retailers' ability to secure consumer data and sustain consumer confidence in sharing data. Intel is working with leading retail solutions providers to add an extra layer of protection to the payment process.

- **Intel® Data Protection for Transactions:** Developed in collaboration with NCR*, a leader in consumer transaction technologies, Intel Data Protection Technology for Transactions combines software optimized for retailers with Intel hardware, including Intel® Core™ and select Intel® Atom™ processors, to deliver a higher level of security from the start of a transaction until transaction data is stored on a bank server.



Analytics and the Internet of Things

As more and more devices become connected - building the Internet of Things - Intel technology is helping retailers make better use of big data to gain real-time insights into product inventory and consumer shopping patterns.

- **SteadyServ* iKeg System:** The Intel-based SteadyServ iKeg system uses RFID and sensor technology to collect data from beer kegs and provide feedback to bar owners about the state of their inventory, while aggregating market data to help distributors and brewers better serve end customers by catering to their tastes.
- **Beacons in Retail:** Bluetooth Beacon* showcases Motion* computing tablets and its partnership with several leading technology providers to deliver a solution that recognizes, connects with and gathers insights from customers who chose to opt in to provide retailers with awareness and intelligence regarding customers' in-store shopping patterns. Bluetooth Beacon features Intel technology end-to-end, including the Intel Core processor family, Intel® vPro™ technology with Intel® Active Management for remote management and repair of systems and devices, and Intel's data center portfolio for analytics.
- **Counect*:** To help retailers sort inventories, design more effective promotions and reduce markdowns over time, Counect* enables them to better understand customer transaction history. The Counect Cube 200* is an Intel® Atom™ processor E3800-based device that connects to POS and PRT systems to collect and process transaction and customer data. The Counect Real* and Spot* gateway systems support edge analytics for each location to aid in reporting current and forecasted performance.



Interactive and Personalized Retail Solutions

As the line continues to blur between online and in-store shopping, Intel technology is enabling retailers to attract and maintain customers through engaging, interactive and personalized retail solutions.

- **Pepsi Smart Cooler:** The Pepsi Smart Cooler is part of PepsiCo's portfolio of equipment innovation, which also includes the Pepsi Interactive Vending Machine and the line-up of Pepsi Spire fountain units. The Pepsi Smart Cooler features a transparent digital LCD screen with audio and video capability. The state-of-the-art screen shows digital promotions for a more engaging consumer experience while also allowing the consumer to view the product inside the cooler to make their beverage selection. The Pepsi Smart Cooler features Intel Core processor technology for connected, secure and managed access to the network and is also equipped with wireless telemetry for content management and display updates.

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- **Memory Mirror*:** Currently deployed at Neiman Marcus*, the Intel® Core™ i7-based Memory Mirror by MemoMi* offers customers a side-by-side comparison of a current outfit with outfits previously tried on using intuitive hand gestures. Customers can also view photos and videos of previous outfits, digitally change the color of an outfit, and share outfits with friends through social media.

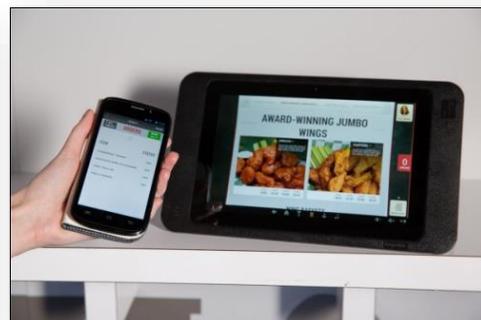


- **Intel Experience Center at Best Buy*:** Budding musical artists can feel what it's like to perform in front of thousands of fans in an immersive, on-stage DJ experience on an Intel-powered 2 in 1 device. In collaboration with singer-song writer Ne-Yo, shoppers can remix his track and create a full-stage experience by controlling the stage lights on an interactive table. Additionally, digital tower screens can either play synchronized media content or split content across screens for effects like moving an object from one tower to another with smooth transitions.



- **Intelligent Digital Shelves:** The Intel-powered intelligent book shelf system was developed by SB Creative Corp* and deployed by Harlequin* to educate and inform consumers on merchandise and inventory. It features integrated Intel Active Management for remote management and repair, analytics tools for real-time sales revenues and inventory, and interactivity with consumers' mobile devices for a personalized experience.

- **Interactive Dining Experience:** The Tanjarine* solution at Beef O'Brady's* restaurants lets diners interact with tabletop tablets that connect to a server's handheld device to promote accurate ordering and contact with the server at all times. Diners can browse menus, place orders at their convenience, contact their server, pay for and play interactive games, and play music. The solution features 10-inch Intel Atom processor-based Android* tablets, 5-inch server handhelds and digital signs located throughout the restaurant. The handheld devices enable complete accuracy of orders and provide a direct link to seated customers at all times for an improved customer experience.



- **Mobile Payment Solutions:** Intel is showcasing a broad portfolio of Intel-based mobile solutions offering a choice of form factors to enable sales, wait staff support, stocking and

management optimization. These range from brands including Box*, Dell*, DLI*, Empathy*, Fujitsu*, HP*, NCR, Panasonic*, PAR*, Presto*, Toshiba* and Wincor*, and feature chip and pin technology and payment options including EMV, NFC and MSR, and 1-2D barcode scanning for inventory lookup.

- **Interactive Shopping Solution:** The Intel-powered HP mPOS and digital signage player helps home goods retailer Nebraska Furniture Mart* streamline the sales process and offer customers a more rewarding shopping experience. Sales associates have access to real-time product information and inventory, and can securely complete payment transactions without leaving the customer's side. In addition, HP's digital signage solutions allow Nebraska Furniture to better inform customers about products and promotions.

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