



Product used
ASUS NUC 13 PRO

SUCCESS STORY

MeldCX[®] Vision Analytics Powered by ASUS NUC Boost Retailer's ROI by 3.5x

In today's retail landscape, customers expect a personalized experience that caters to their unique preferences and needs. As retailers work to meet these expectations, the role of technology has become essential in delivering data-driven, personalized experiences that seamlessly bridge the gap between the digital and physical shopping environments.

meldCX[®], a leader in innovative vision analytics solutions, created Viana[™] — short for vision analytics — to help retailers optimize customer experiences, improve staff efficiency, reduce loss, and increase basket size.

Viana[™] is an AI-powered vision platform trained using anonymized synthetic data that leverages advanced cloud computing and edge inference to deliver fast, accurate near real-time insights.

ASUS's Next Unit of Computing (NUC) 13 Pro delivered on all fronts, providing meldCX[®] with a customizable platform that could be easily scaled and deployed in global retail environments.

About meldCX[®]

meldCX[®] believes market leaders need applications that enable more fulfilling customer and employee experiences. Since being founded in 2017, the company's mission to

develop innovative vision analytics solutions hasn't changed. The company's deep expertise in vision analytics has earned it the prestigious Paris Design Award, an expansion into North America, Europe, the EMEA, and Asia, and landed partnerships with Fortune 100 companies like Microsoft, Google, and Intel.

Viana[™] offers retailers easy-to-deploy, low-code solutions for capturing key customer insights such as age, gender, sentiment, and time spent in-store. This data helps optimize store layouts, product placements, and marketing efforts. For digital signage, Viana[™] can integrate with CMS systems for real-time content performance tracking, enabling continuous content optimization. Retailers can personalize content by setting custom rules based on audience demographics or vehicle profiles, such as displaying targeted ads or launching promotions when a branded vehicle arrives.



The Challenge:

Low Visibility Into Digital Signage Performance

Many of meldCX®'s clients were already using digital signage to keep their customers informed and engaged, but these solutions lacked critical visibility into performance metrics, conversion tracking, and audience segmentation. Without an effective way to measure the ROI of digital signage, retailers struggled to optimize their content and understand their target audience.

Deploying Viana™ provided the ideal solution, but integrating it into diverse retail environments presented several challenges:

Figuring out how to scale deployments in various retail environments.

Ensuring the solution was affordable and capable of handling the robust processing requirements of AI and vision analytics workloads.

Working with clients to support rapid, global rollouts.

Overcoming these challenges required finding a hardware partner that could strike the right balance between performance and cost.

The Solution:

ASUS NUC Enables Scalable Vision Analytics at the Edge

meldCX® delivered on its mission to optimize engagement and revenue in retail spaces, thanks to the ASUS NUC's robust processing power, high availability in the market, ease of deployment, flexibility and scalability, and access to ASUS's world-class support.

"ASUS NUC offered us the flexibility, customization, and global availability we needed to deploy our vision-powered signage at scale."

– Joy Chua EVP of Strategy & Development, meldCX®



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Key features of the ASUS NUC solution include:

- High-performance processing powered by the latest Intel® Core™ processors to handle edge AI and vision analytics workloads, including those leveraging OpenVINO.
- Flexible hardware configuration options and support for Chrome, Windows, and Ubuntu make it easy to support any popular CMS.
- Inventory ready at distributor warehouses worldwide, enabling solutions to be rapidly deployed to customers of any size, anywhere across the globe.
- World-class support from ASUS for proof of concepts, demos, and deployments.

The Results:

End Customer Doubled ROI Up To 3.5x

The meldCX®-ASUS partnership has provided the hardware foundation needed for the company to scale and deploy its vision analytics platform in retail environments across the globe.

With the ASUS NUC, meldCX® now has a high-performance solution capable of supporting its full range of applications, from advertising and retail analytics to vehicle and anonymous visitor monitoring. The numerous hardware options, flexible OS support, and compact form factor allow meldCX® to adapt each deployment to the customer's location-specific needs.

For one retail customer, the company has completed deployments of vision analytics dynamic triggering at over 250 screens across multiple shopping malls.

Accelerating Global Expansion

meldCX® remains committed to creating solutions that enrich customer and employee experiences. The ASUS NUC has played a pivotal role in accelerating this mission, enabling meldCX® to swiftly deploy its Viana™ vision analytics solution at the edge, ensuring faster, scalable, and more efficient implementations.

Building on this success, meldCX® has expanded its business, actively deploying in North America, APJ, and EMEA. As they do so, the company remains confident in its ability to scale and grow into new global markets, thanks to its partnership with ASUS.