ASUS NUC

Healthy Food

Impactful Digital Solutions to Help Retailers Drive Engagement and Revenue

Product used
ASUS NUC 13 PRO

Digital signage and audience measurement are about to get a lot smarter in retail environments. The availability of small but powerful computers, vision-based systems, and artificial intelligence at the edge means shoppers can be enticed with more targeted advertising and communication. At the same time, their engagement can be measured and optimized like never before. The good news for retailers is that the adoption of such technology can drive better-performing advertising and merchandising campaigns, significantly impacting profitability.

Imagine a clothing store with digital signage displaying ads and promotions. As customers of various ages and genders arrive, integrated sensors analyze real-time data, tracking footfall, attention span, and demographics. The store manager accesses this information on a dashboard on their PC, instructing the content management system to feature clothing suitable for this particular demographic.

ASUS and Quividi overcome the challenges of existing technologies

This sort of capability has been envisaged for a long time. However, it isn't always easy to execute. Many existing digital signage solutions lack the required computing power to handle AI-based audience measurement, resulting in slow and inaccurate data analysis. Low-spec hardware can also present reliability problems, with such systems facing frequent downtime and maintenance challenges, disrupting service and reducing effectiveness. And these technologies have historically been hampered by complex setups, making operations complicated and time-consuming.

That has all changed now, though, following a strategic partnership between ASUS, a leader in innovative computing solutions, and Quividi, the global leader in AI-powered audience measurement solutions. This collaboration is transforming digital signage by integrating Quividi's advanced audience measurement technology with ASUS's powerful and compact NUC devices. The partnership delivers an all-in-one hardware and software stack that makes high-quality, real-time audience measurement a reality. End-users benefit from small-form-factor digital signage and retail solutions with rich capabilities, enhancing both functionality and usability. The system provides easy access to advanced audience measurement tools, enabling retailers and advertisers to drill down into real-time insights and analytics.
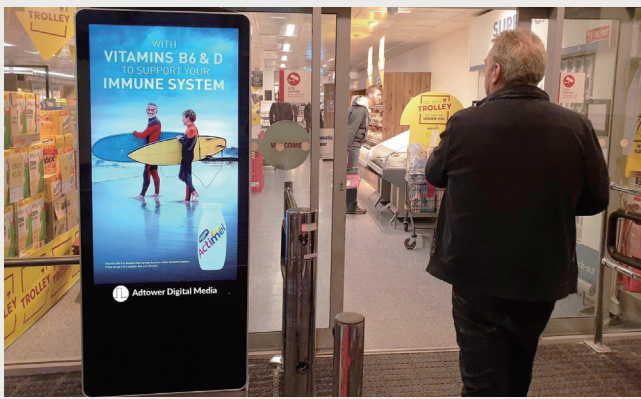
Hardware and software solutions integrate seamlessly

So, how do the hardware and software come together to deliver these user benefits? The system's heartbeat is the ASUS NUC product. These devices offer exceptional AI capabilities at the edge, making them ideal for digital signage applications that require high performance with a small footprint. Furthermore, Quividi's audience measurement solutions have achieved full compliance with ASUS NUC devices, ensuring seamless integration of the hardware and software stack.

Let's look at NUC 13 Pro, built on the Intel 12-core 13th Gen Intel® Core™ processors, a proven platform that offers performance, stability and built-in security features essential for reliable 24/7 operation in demanding environments. At just 117 x 112 x 54 mm and weighing just 610 grams, the ASUS NUC 13 Pro is small enough to fit into constrained spaces. Its energy-efficient, configurable TDP ensures optimal power use without sacrificing performance. Remote management is made possible by the inclusion of Intel vPro® Technology in NUC 13 Pro, allowing for greater manageability. IT administrators can remotely manage and update systems, increasing uptime and simplifying maintenance.

The all-in-one system can track traffic, monitor attention span, and provide demographic insights through local computer processing, ensuring that analysis can be performed quickly and securely at the edge without transmitting cloud-based analytics program. The information created can then be delivered to dashboards such as desktop PCs, providing end users with granular insight, or to Cloud APIs and AI-generated dashboards for analysis in slower

time. The solution is highly accurate, with 95%+ precision, and is already future-proofed. Its capabilities will support more sophisticated AI and ML algorithms, with potential next-step developments in neural networks enhancing audience measurement and content optimization.

Imagining a future of exciting possibilities

The coming together of ASUS and Quividi has dramatically enhanced the capabilities of retailers and AD-based communicators. It already significantly impacts customer engagement by helping to tailor in-store experiences to meet customer preferences, boosting satisfaction and loyalty. Also, by evaluating precise audience measurements, retailers can optimize their marketing efforts, leading to higher conversion rates and increased sales.

For example, one grocery retailer in Asia has used the solution to adjust the promotional content of food and drink adverts to target specific demographics at optimal periods. And the results have been striking. "This retailer promotes sandwiches and beers at a specific time instead of running the same advertisements all day. As a result, it has increased sales by 20%," says Olivier Duizabo.

The ASUS and Quividi partnership continues to evolve, now including ASUS IoT Tinker Boards. These cost-effective, compact devices are perfect for applications like interactive product displays and smart commercial signage in retail settings, offering real-time audience engagement insights. Looking ahead, ASUS and Quividi remain committed to advancing digital signage innovation. "The NUC and Tinker Board solutions are just the beginning," says Silvia Kuo, Director of Business Development at ASUS, emphasizing their shared vision of delivering seamless audience measurement across diverse platforms.

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