rugged. interactive

Rugged computing to support learning and health

How ASUS helps Rugged Interactive create
spaces to play, learn, and move.

Rugged Interactive operates in a niche sector. They provide support for leisure organisations, schools and health services, using their expertise to develop products that encourage children and adults to be more active. They achieve this by designing electronic physical challenges that mount onto frames, creating raceways, targets and goals to get people moving – gamifying experiences to encourage participation.

Rugged Interactive's products also help to support mental health and improve outcomes for children in schools and other institutions where physical activity has proven health benefits. But working to continuously innovate spaces and stay ahead of the competition requires the right tools – tools that are small yet powerful, and agile yet resilient.

The ASUS NUC 13 Mini PC devices proved to be the ideal solution. They are flexible, easy-to-use, and affordable – providing the agile deployment options Rugged Interactive needs for its products.

Outlining the challenge for Rugged Interactive

As a global leader in the interactive activity space, Rugged Interactive differentiates itself through its use of technology, innovation, and development speed. Previously, they had struggled with underpowered or oversized devices. There was a clear need for a compact, resilient, and high-performance solution that could withstand every day, real-world use by people across a variety of deployments.

The ideal solution had to balance power, durability, and simplicity, without complicated and unnecessary features. It also needed to deliver reliable connectivity and resilience. After working with their technology partner iCubes to test the options available, they found the right fit in the ASUS NUC 13 Mini PC, which delivers the plug-and-play reliability they need to keep their active-tech innovation engine running
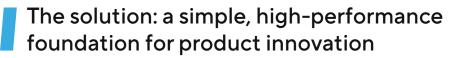
[PC manufacturers] assume customers will shut down their computers properly. But that's not what happens. So we need resilience, and the NUC can cope.

Simon Heap
Founder and Innovations Director of Rugged Interactive

The solution: a simple, high-performance foundation for product innovation

With the ASUS NUC 13 Mini PC, Rugged Interactive can bolster its business device portfolio. Powered by 13th Generation Intel® Core™ processors, the NUC is a simple, flexible, compact PC that can perform reliably in different situations and be used easily by a diverse audience.

[Extremely reliable – very easy to swap in and out if something goes wrong… we love the NUC because it isn't overloaded with features and outputs.

Simon Heap
Founder and Innovations Director of Rugged Interactive

How ASUS NUC 13 Pro pushed the potential of Rugged Interactive

Perfect form factor

With high performance, lasting battery, and easy adaptability to a wide range of applications, ASUS NUC 13 can handle the many different demands of the business, from product design to collaboration, without being temperamental or unreliable.

Powerful performance

It may be compact, but the NUC 13 Pro packs a punch with the 13th Gen Intel Core™ i7-1370p processor, which features 14 cores (6p + 8e), 20 threads, 24MB Intel® Smart Cache and 35w TDP.

Subtle simplicity

Rather than overloading with features, the PC does the important things well, allowing Rugged Interactive to swap out features and accessories as their workloads demand.

Right-priced performance

Rugged Interactive doesn't have to invest heavily in new IT infrastructure, as the PC is affordable and allows them to integrate with the infrastructure and applications they need.

ASUS NUC 13 Pro Specs

- 13th Generation Intel® Core™ i7/i5/i3
- Integrated Intel® Iris® Xe Graphics or Intel® UHD Graphics
- Intel vPro® Technology for selected SKUs
- 14 Processor Cores (6P+8E)
- Fast memory up to 64GB
- Rapid connectivity up to a 2.5Gbps Intel® Ethernet port and Intel® Wi-Fi 6E
- Dual HDMI 2.1and Thunderbolt™4 ports to connect up to 4K extended displays

[Ultimately, NUC was exactly what we needed. Remarkably resilient – deployed around the world.

Simon Heap
Founder and Innovations Director of Rugged Interactive

Taking innovative, active experiences further

The ASUS NUC 13 Mini PC exceeded Rugged Interactive's requirements and is now a cornerstone of their operations. With devices that can handle immersive graphics rendering, real-time touchscreen interactivity, and remote global management, they have a foundation for consistent performance across their teams and solutions.

Together with the valuable support of systems integrator iCubes, ASUS NUC 13 Pro has proven to be the strategic choice for reliability and performance, turning Rugged Interactive's portfolio from an operational challenge to a competitive advantage. Now, the team can focus on creating the engaging experiences that make them stand out against the competition.

The ASUS NUC solution has helped realise:

- Simplified deployments with plug-and-play setup across diverse environments

- Lower maintenance overheads with easy swapping that minimises downtime

- A future-ready architecture with Thunderbolt™4 and WiFi 6E that can support and connect next-gen peripherals