

# Intel® Retail Client Manager

Reach the right audience at the right time with the right message.

## Overview

Retailers are seeing increasing consumer desire for better access to information while shopping as well as a dramatic shift to online. Deploying more compelling digital touch points addresses this new consumer need and Intel has developed the technology to solve these problems. Intel® Retail Client Manager (Intel® RCM) is the intelligent software solution for managing digital content, remotely supporting digital touch points and improving the effectiveness of ad campaigns through audience analytics.

## Easy to Use

Non-technical employees can quickly learn how to use the intuitive content management system (CMS) software - no dedicated staff required. Easily broadcast video, images, sound and advertisements together or separately across a digital signage network.

- Compose campaigns in minutes
- Customize content on the fly
- Deliver marketing content in real-time
- Control each digital sign independently
- Manage access with permissions
- Receive real-time error reports
- Respond to touch screen inputs or sensor data

Build playlists for each zone to create highly dynamic displays.

## Reduce Time and Effort

Create and manage content with drag-and-drop ease. Design eye-catching campaigns with multiple zones playing just about any type of content: HD video, FLASH, images, web content, RSS, Silverlight and TV (terrestrial, satellite or cable).

## Lower Advertising Costs

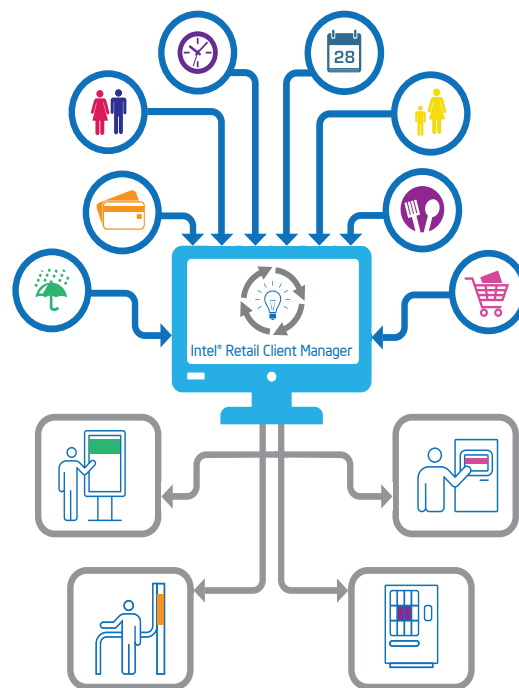
Convert from traditional, in-store static signs to digital, and eliminate costs for paper, printing, transportation and setup, while also being more ecologically-friendly. Digital signs offer many advantages over static signs, such as the ability to target messages to an aisle or store, increase price and brand accuracy, and quickly modify prices and messages to changing conditions, as needed. Outdated paper signs, especially when not taken down after a promotion ends, detract from the store's brand image.

## Target Marketing Messages

What you can measure, you can improve and optimize. Using Audience Analytics, digital signage networks can now be used to gauge the effectiveness of their content by measuring how much time people spend looking at displays, and determining the effectiveness of advertisements at capturing the attention of an audience. This anonymous information allows brands and retailers to tailor advertising content based on audience behavior and characteristics, helping to show the right message to the

right people at the right time. The solution allows retailers and brands to:

- Quantify audience demographics including gender and age.
- Gain the objective data you need to maximize the value of your digital network.
- Analyze viewer interactions with digital signs, including dwell time, time of day, and viewed content.
- Optimize on-screen content, in near real-time.



**Figure 1.** Using Intel® Retail Client Manager, operators can schedule and launch strategic and relevant marketing campaigns for targeted audiences, when they need it most, in real-time, from anywhere. Content and scheduling can easily be adjusted based on weather conditions, shopper preferences, audience demographics and more.

## Increase Sales and Brand Awareness

Animated digital content attracts many more viewers than equivalent static posters – four to six times more viewers, according to a study conducted at the Venetian Hotel in Las Vegas.<sup>1</sup> Consequently, digital signage helps retailers better connect with customers and increase brand awareness, leading to higher sales. Additionally, Intel® RCM can be implemented globally to support a wide range of languages including English, Spanish, Japanese, Russian, Simplified Chinese, German and Portuguese.

## Reduce Support Costs

Retail IT departments can minimize costly onsite repair visits using Remote Control to remotely diagnose and repair the devices. Remote Control reduces the complexity of scheduling content and managing digital touch points through a simple and intuitive interface integrated into Intel® RCM. Additionally, users will experience reduced downtime of digital touch points with advanced manageability features such as Power Off, Restart, Show Screen and Direct Control. Plus critical capabilities of Wake Up<sup>2</sup> and Reset to BIOS<sup>2</sup> for Intel® Active Management Technology (Intel® AMT)-enabled platforms. The technology integrated in the Intel Retail Client Manager enables technicians to power-cycle machines and repair software issues, along with other device management tasks. A keyboard-video-mouse (KVM) feature allows technicians to control the system as if they're sitting right in front of it, even when the system is down. This secure link can also be used to send software updates and security patches between individual machines and headquarters. This solution runs seamlessly on Intel® Core™ processor-based media players.



Figure 2. Configure the software to play an advertisement targeting men when the audience in front of the digital sign is male.

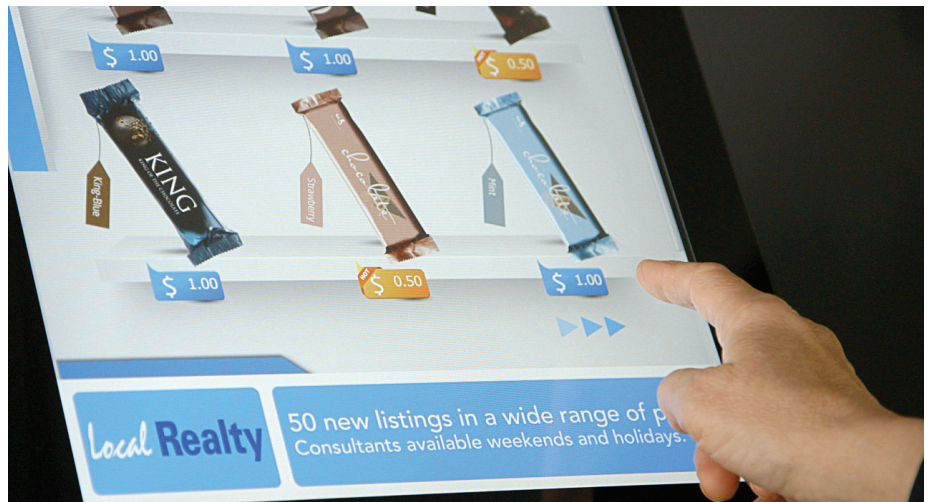


Figure 3. Animated digital content attracts more viewers than static posters.

For more information about the Intel Retail Client Manager, go to [www.intel.com/rcm](http://www.intel.com/rcm)

<sup>1</sup> Source: "A Report on a Field Trial of Anonymous Video Analytics (AVA) in Digital Signage," pg 4, [https://aimsuite.intel.com/sites/default/files/resources/White Paper - A Report on a Field Trial of Anonymous Video Analytics \(AVA\).pdf](https://aimsuite.intel.com/sites/default/files/resources/White Paper - A Report on a Field Trial of Anonymous Video Analytics (AVA).pdf).

<sup>2</sup> For Intel® Active Management Technology-enabled systems only. Requires activation and a system with a corporate network connection, an Intel® AMT-enabled chipset, network hardware and software. For notebooks, Intel AMT may be unavailable or limited over a host OS-based VPN, when connecting wirelessly, on battery power, sleeping, hibernating or powered off. Results dependent upon hardware, setup and configuration. For more information, visit <http://www.intel.com/content/www/us/en/architecture-and-technology/intel-active-management-technology.html>.

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