



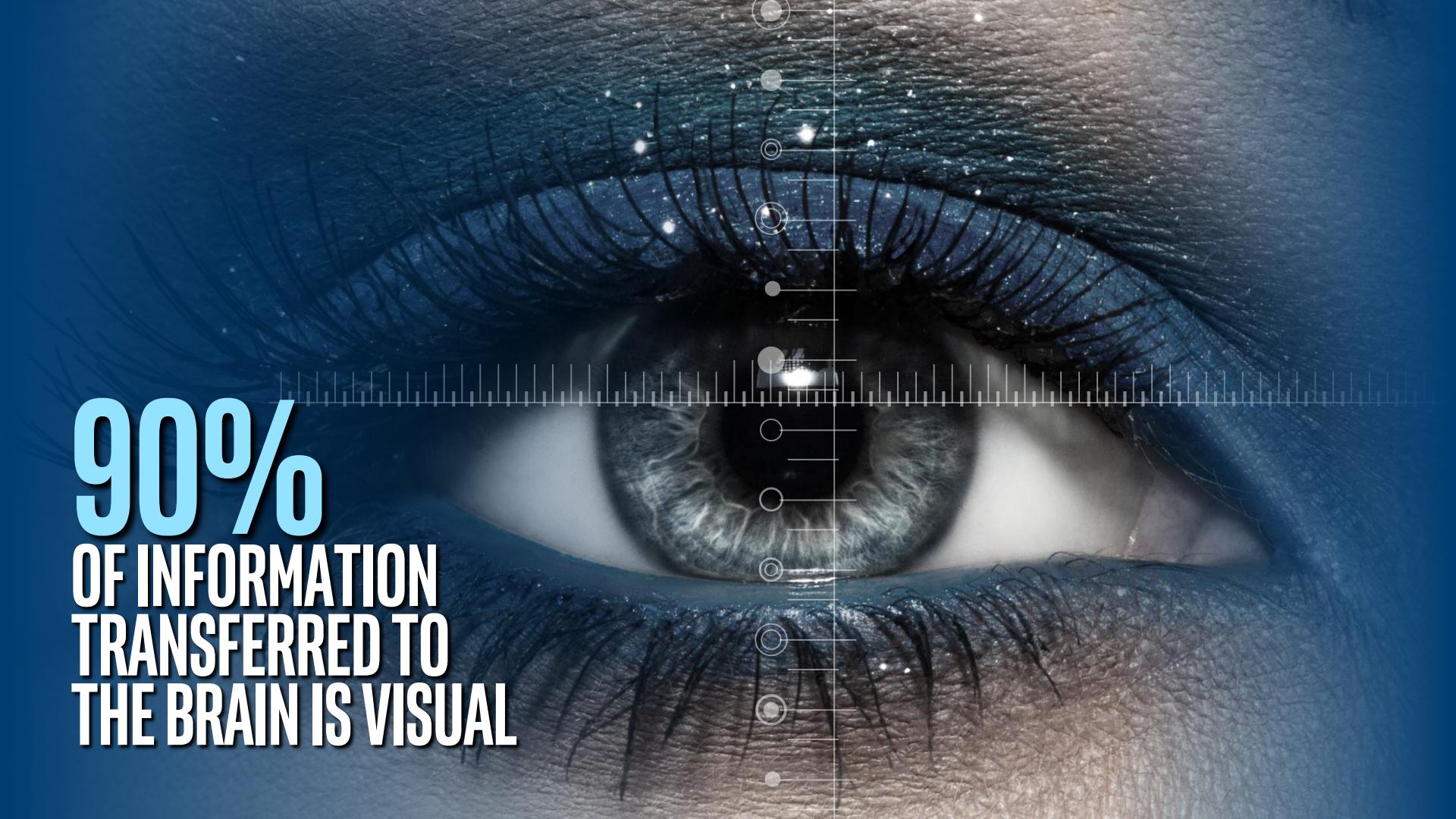
VISUAL SOLUTIONS PARTNER SUMMIT

October 12-13, 2019

Cheol Kim

GM of Visual Retail & Information BU

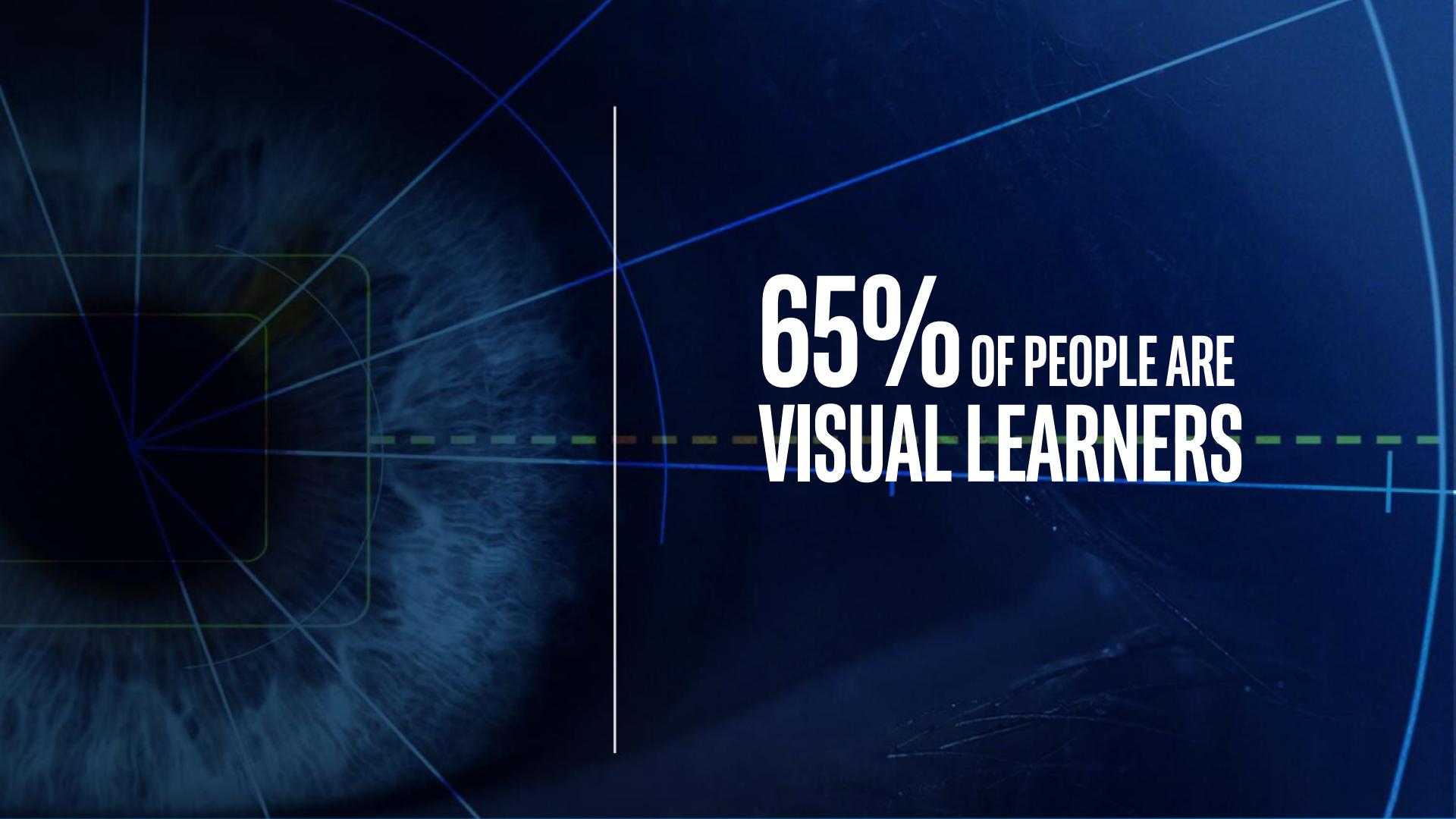


A close-up photograph of a human eye, likely blue or grey, looking directly at the viewer. A horizontal grid is overlaid across the eye, consisting of a top row of 12 small circles of varying sizes and a bottom row of 12 small circles of varying sizes. The eye has dark, well-groomed eyelashes. The skin around the eye is visible, showing fine wrinkles and texture.

90%
OF INFORMATION
TRANSFERRED TO
THE BRAIN IS VISUAL

A close-up photograph of a human eye, looking directly at the viewer. Overlaid on the eye is a futuristic, semi-transparent digital interface. This interface features a large, central circular element resembling a radar or a complex sensor head. From this center, several thin, light-colored lines radiate outwards, creating a sense of depth and connectivity. The overall aesthetic is dark and moody, with deep blues and blacks dominating the background, while the eye itself has a slightly lighter, more luminous appearance.

**WE PROCESS
VISUAL INFORMATION
60,000
TIMES FASTER
THAN TEXT**



**65% OF PEOPLE ARE
VISUAL LEARNERS**



VISUAL SOLUTIONS

CONTEXT DRIVEN, CUSTOMIZED, MOOD SENSITIVE,
AND RESPONSIVE IN REAL TIME.



**80% OF BRANDS
EXPERIENCED A SIGNIFICANT
INCREASE OF
UP TO 33% IN SALES
USING DIGITAL SIGNAGE**

Now Available



**VISUAL AIDS IMPROVE
CLASSROOM LEARNING
UP TO 400%**



THERE ARE MORE CORPORATE CONFERENCE ROOMS THAN CLASSROOMS



**QSRs REPORT A
30% INCREASE
IN ORDER VOLUME
WHEN CUSTOMERS ARE USING A
SELF-SERVE KIOSK.**



A man with a beard and short hair, wearing a dark denim jacket over a light-colored shirt, is standing in a modern hotel lobby. He is facing a self-service kiosk with a large touchscreen display. His right hand is resting on the screen, which shows a digital interface for check-in. The kiosks are red and black, and there are yellow structural beams in the background. The lighting is bright and warm.

**55% OF TRAVELERS
MORE LIKELY TO VISIT A
HOTEL THAT OFFERED
SELF CHECK-IN KIOSKS**

Source: PYMNTS Kiosk and Retail Report, Food and Beverage Edition, 2018



**45% OF DATA
WILL BE STORED,
ANALYZED AND ACTED
ON AT THE EDGE**

**WE ARE THE
INTEL VISUAL SOLUTIONS
GROUP**

VISUAL SOLUTIONS VERTICALS

VISUAL RETAIL

Retail



VISUAL COMMERCE

Hospitality



Banking



VISUAL COLLABORATION

Education



Corporate



VISUAL INFORMATION

Transportation



Entertainment



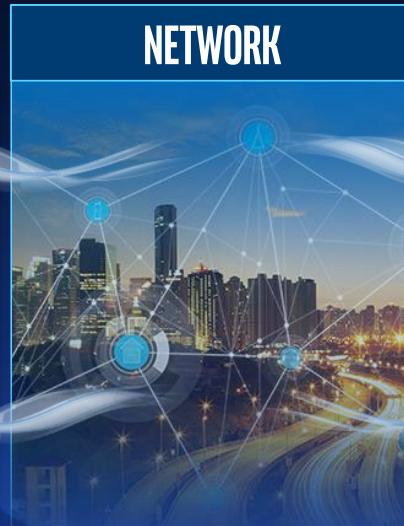
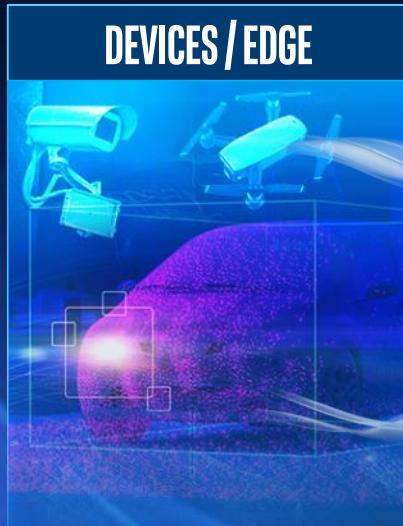
Medical



Smart Cities



INTEL'S DATA-CENTRIC TRANSFORMATION ENABLING GROWTH ACROSS ALL SEGMENTS



2017-2022
IOT SI TAM
>\$33B

AUTONOMOUS THINGS - EDGE - NETWORK - CLOUD

Source: 2017 Intel Revenue is based on Intel financials. 2021F Si TAM is based on amalgamation of analyst data and Intel analysis, based upon current expectations and available information and are subject to change without notice. Data Center includes Server, Storage, & Network computing, Ethernet/OPA, Silicon Photonics and Memory. Non-Volatile Memory includes NAND and 3D XPoint™ technology. IOT includes addressable Logic ASIC/ASSP, MPU, MCU, DSP for Industrial, Transportation, Automated Driving, Retail, Video Surveillance, Healthcare, Public Sector, Office Automation, Gaming and Smart Home. PSG includes Field Programmable Logic. Forecast is soft estimate subject to significant change and revisions

VERTICALS MARKET ARE TRANSFORMING WITH COMPUTER VISION & AI

RETAIL/HOSPITALITY



INDUSTRIAL



SMART CITIES/GOVERNMENT



By 2021

82%

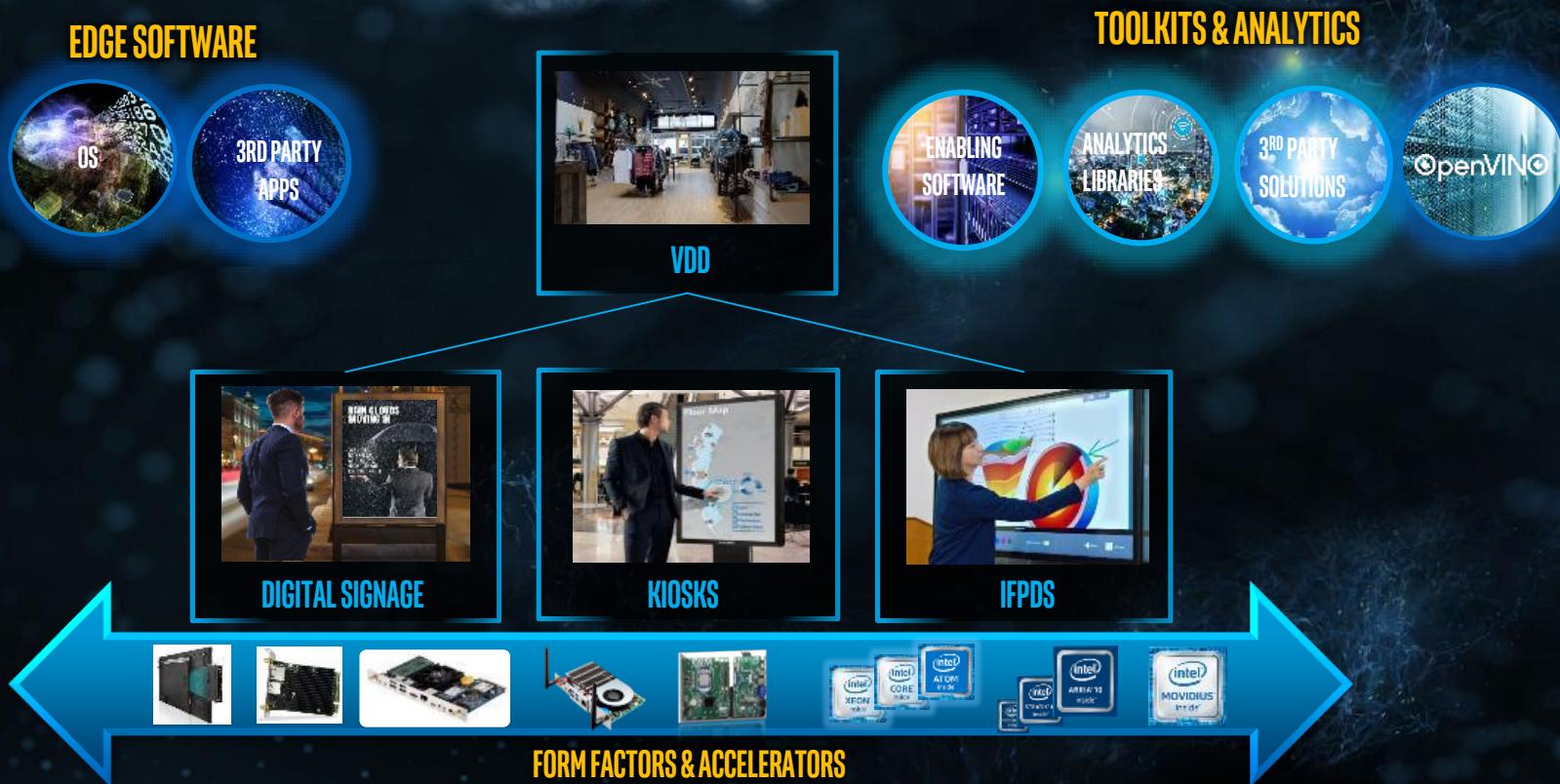
OF ALL IP TRAFFIC
WILL BE VIDEO

More video data is collected every day, making it critical for businesses to implement robust data analysis strategy

1.6 EB collected everyday and only 10% viewed by a person!

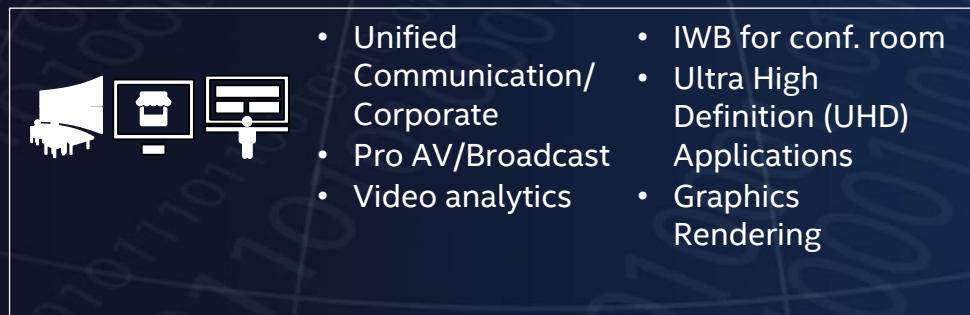
VISUAL SOLUTION FRAMEWORK

PRIVATE/PUBLIC



OUR INNOVATION FOR EDGE COMPUTE - VISUAL DATA DEVICE

EDGE PLANE



VISUAL SOLUTIONS INITIATIVES - 3A FOR DOOH MEDIA

ADDRESSABLE

- Target the right audience at the right time
- Enabled by ad-serving technology

ACCOUNTABLE

- Determine actual impressions vs. opportunity to see
- Enabled by edge analytics

ATTRIBUTABLE

- Gain visibility into the full path to purchase
- Enabled by holistic attribution analytics

FOUR TARGET 3A USE CASES

Pedestrian/Transportation Assets



Airport Assets



OOH Road assets



In-Mall/In-store DS Assets



OTHER RELEVANT INTEL TECHNOLOGIES



Intel® vPro™ technology



Less downtime
More productivity
Increased ad revenue
Reduce truck rolls
Increase security



Cellular / 5G



Connectivity regardless of location
Integrate online and physical
High capacity
High speed

VISUAL AIOT CIRCLE PROGRAM

TOGETHER WE DEVELOP INTELLIGENCE OF TOMORROW



Create the ecosystem of the future by leveraging
the latest Intel Hardware & Software.



THE OPEN RETAIL INITIATIVE

A retail-focused Open Source initiative featuring Intel and top technology companies focused on:

- Removing barriers—connecting technologies and data through common, open-source frameworks
- Exchanging ideas—driving creative and technological advancement

We believe ORI will:

- Accelerate solution development
- Maximize business value from accessible in-store data
- Drive down technology costs improving ROI



Join us at the first-ever EdgeX Open!

Chicago, October 7-8, 2019 at Tech Nexus

First of a series of hackathons focused in building solutions for real-world use cases using commercial content, contributions from sponsor organizations, all unified by the EdgeX framework.

The inaugural EdgeX Open will focus on Retail use cases. This work stems from Intel's Open Retail Initiative (ORI) and the EdgeX Commerce Project. The event is sponsored by Dell, HP, Intel, IoTech, ioTium, and the Retail Industry Leaders Association (RILA), among others.

Software developers in the Retail technology community are invited to participate as part of a team of up to five members. Registration is open and will be taken on a first come, first-served basis.

Cash prizes and opportunity to network with sponsors, other teams and judges.

For additional details and to register your team, please visit: <https://www.lfedge.org/event/edgex-foundry-hackathon/>



**OUR PARTNERSHIPS
ARE CRITICAL
THE FUTURE DOESN'T
JUST HAPPEN...
TOGETHER
WE INVENT THE FUTURE!**



THANK YOU FOR YOUR PARTNERSHIP

YESTERDAY | TODAY | TOMORROW
WE WIN TOGETHER