

# Case Study

## Korean Starbucks Adopts Giada Entry-level Player

**Location: South Korea**

**Industry: Retail**

### Customer's Voice

"We have a total of 1,180 Starbucks coffee outlets in South Korea, and we have been using Giada devices in many outlets. Giada's products are stable, cost-effective and Giada provides good after-sales service. We are going to continue cooperation with Giada."

A Starbucks Operations Director



Giada VM23



### Introduction

The advertising machines of Starbucks in South Korea are usually placed at the entrance of the stores or the parking lot. They mainly adopt the vertical advertising machines, which are used to display new products and menus. The machines are also convenient for customers to order coffee. However, the space inside the advertising machines is limited, which requires small and light embedded computers. The machines also need to work continuously in the semi-outdoor environment for a long time.

### Requirements

- Stand for long hour operation
- Compact, light and suitable for semi-outdoor environment
- High-performance and low maintenance cost

### Product Deployed

- Intel® Apollo Lake Processors
- On-board 2GB/4GB Memory / eMMC Onboard 32GB
- 1 x DP, 1 x HDMI, Supporting 4K Display
- 1 x RJ45, 1 x M.2(2230) for WiFi/BT , 1 x RS232



### Solution Diagram



### Key Benefits

- Adopting Giada Patented Technology (JAHC) for intelligent power management
- Stable performance and supporting continuous operation
- Fanless design, silent and dust-free