

Transform storefronts with Giada/Shutuo Smart Digital Signage*

Together, Intel, Giada, and Shutuo are enabling retailers to enhance sales, operations, and customer experiences with transformative IoT digital signage.



Challenge

Today's consumers expect digital in-store experiences

Once confined to the home, digital media is now a ubiquitous presence across all aspects of public life. Globally, the average consumer receives almost an hour of digital media exposure in public each week, apart from mobile devices.¹ This digital transformation has shifted consumer expectations, making it more important than ever for brick-and-mortar retailers like fast food chains, movie theaters and shopping malls to capture customers through digital engagement.

For retailers, going digital can be difficult

Incorporating digital signage and experiences into the retail environment can be time consuming and costly. Even after initial install, traditional digital signage requires significant oversight and manual updates, making it difficult to attain worthwhile ROI. Retailers have to find a way to provide consumers with the digital experience they expect while also benefiting their bottom line.

Retailers need a complete IoT solution to transform the storefront

Only an open, reliable and easy to manage IoT digital signage solution like Giada-Shutuo Smart Digital Signage* enables retailers to deliver the digital experiences customers expect while also realizing tangible business value in the form of increased sales and optimized operations.



Business Drivers and Desired Outcomes

Business Drivers

The global smart digital signage market is increasing, and retailers need to invest to keep up with the competition. Research shows that 90% of customers leave a store when they can't find a product they want.² There is a growing need for both targeted customer advertisement and interactive displays that will capture customer attention.

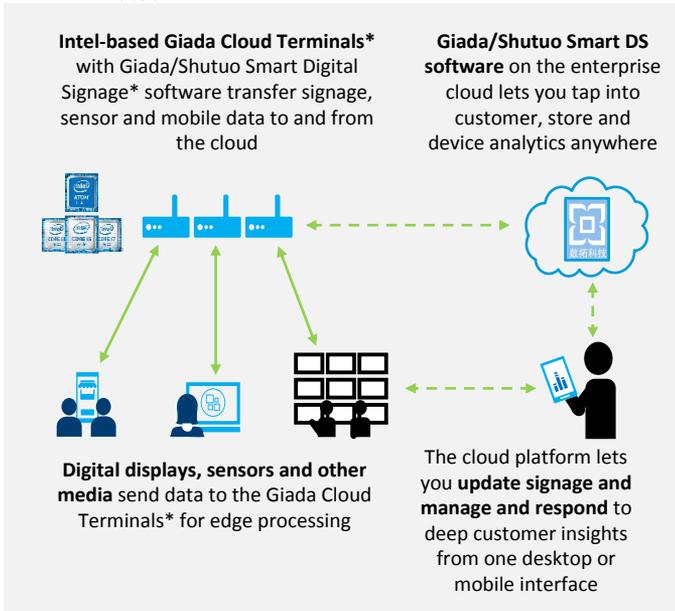
Digital signage not only makes marketing more poignant, but more streamlined and cost effective as well. Management can quickly update marketing across all digital signage simultaneously, enabling them to rapidly update messaging, eliminate poster printing costs, and deliver a richer customer experience.

Desired Outcomes

- Provide consumers with product information quickly and effectively
- Enhance customer satisfaction
- Reduce customer wait time
- Create efficient, convenient storefronts
- Minimize operating costs
- Improve brand and perception

Solution Overview

It all starts with interactive sensors and displays powered by Giada Cloud Terminals* that leverage Intel Atom® or Intel® Core™ processors. These terminals pre-process signage, sensor and mobile data at the edge, and efficiently mediate that information to and from the cloud using Giada/Shutuo Smart Digital Signage* software and security. From the Shutuo cloud-based software portal, decision makers can tap into customer, store and device analytics anywhere to engage and respond to deep insights into customer preferences and behavior.



Solution Components

Giada Cloud Terminals

- Giada i59 Cloud Terminal featuring the low power, high speed Intel® Core™ i3/i5 6100U/6200U processor
- Giada F210 Cloud Terminal featuring the low power Intel Atom® X5-Z8350 or Giada F103D Cloud Terminal featuring the low power Intel Atom® X5-Za8300 processor

Giada/Shutuo Smart Digital Signage software

- Runs on the Giada Cloud Terminal and on 3rd party enterprise cloud platforms (AliCloud,* Amazon Web Services*)
- Includes built-in security solutions and remote signage update functionality



Business Benefits

Digital signage can be expensive, unreliable and hard to manage. Together, Intel, Giada, and Shutuo are enabling retailers to overcome these challenges with a reliable, affordable and easy-to-use digital signage solution that makes it possible to enhance sales, operations, and customer experiences through IoT.



Increase Sales

- Quickly and effectively capture customer attention
- Increase visitor flow
- Drive product cross-selling



Optimize Operations

- Streamline management and avoid disruption
- Create efficient, convenient storefronts
- Lower advertising costs



Enhance Customer Experience

- Reduce customer wait time
- Personalize advertisements based on analytics
- Improve customer product understanding

Proven Results

After a 3 month trial run with Shutuo Digital Signage, WANDA Hospitality Group saw...

- 80% customer satisfaction rate over previous 60%³
- 20% increase in sales³



Where to Get More Information

For more information about Shutuo, please visit shutuo.tv (Mandarin)

To learn more about Giada, please visit giadatech.com.cn (Mandarin)

To see the latest technology for Intel retail, please visit intel.com/retail

¹ PQ Media, 2017

² PWC, Total Retail, PWC, Sept. 2015

³ Based on Shutuo internal estimates

*Other names and brands may be claimed as the property of others

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