

NUC-Powered AI Digital Signage Drives 3.5x Boost in Retail Sales



“ASUS NUC offered us the flexibility, customization, and global availability we needed to deploy our vision-powered signage at scale.

For one mall customer, our smart advertising solution has increased revenue through their retail media network advertising by more than 3 times in a month. ASUS support has been critical to achieving these wins.”

- Joy Chua
EVP of Strategy & Development, meldCX



Products used in the solution:

ASUS NUC 13 Pro

CHALLENGES

- An operator of shopping malls wants to improve their digital signage conversions and shoppers' basket size by displaying targeted ads
- The retailer required a cost-effective platform capable of performing advanced edge AI and vision analytics to deliver personalized advertising to target customer demographics.
- The solution had to be easy to deploy and integrate with existing infrastructure, such as different content management systems (CMS).
- The platform had scale to large deployments and support rapid rollouts across global regions.

SOLUTIONS

- Scalable NUC portfolio enables optimal balance of capabilities and cost in retail vision analytics systems powered by meldCX Viana.
- NUC's flexible hardware configuration options and support for Chrome, Windows, Ubuntu Linux, and OpenVINO streamline integration of Viana retail analytics with customer infrastructure.
- Stocked and available worldwide, ASUS NUC products create a worry-free supply chain for any deployment.
- ASUS global support ensures high uptime, helping meldCX Viana drive 3.5x digital signage revenue for customers.



SCALABLE

The broad NUC family can handle the full range of meldCX applications, including retail analytics and vehicle and pedestrian monitoring.



CUSTOMIZATION

With numerous hardware options and flexible OS support, NUC can be adapted to customer-specific needs with ease.



READY AVAILABILITY

With inventory ready to ship worldwide, solutions can be rapidly deployed to customers of any size, anywhere across the globe.



WORLD-CLASS SUPPORT

Expert advice and rapid troubleshooting from ASUS help meldCX ace customer trials, demos, and deployments.