



Meal Planning Solution from Intel and Kraft



Intel Corporation and Kraft Foods have jointly designed a Meal Planning Solution to demonstrate how the functionality of a traditional self-service kiosk can be transformed into an interactive, immersive retail experience with measureable results.

This solution, based on the 2nd generation Intel® Core™ i7 processor, can be used to obtain recipes, shopping suggestions, promotional coupons as well as product samples. Retailers and brands can use it to connect with the consumer beyond the point-of-sale; increasing visits, brand recognition and loyalty as well as basket size—all while reducing overall cost of ownership and maintenance as compared to traditional digital signage.

There are five unique aspects to this solution:

Vending Machine/Digital Signage Integration: The Meal Planning Solution demonstrates the power of creating an immersive, brand-building experience by integrating digital signage capabilities with the traditional functionality of a vending machine.

Mobile Integration: Kraft integrates this solution with their iFood Assistant application for smartphones. This makes it easy to add recipes, shopping lists, etc. to a mobile phone, in real time, via a 2D barcode scanner. For retailers looking for enhanced POS integration, it can also be tied into the retailer's POS and loyalty card program.

Sampling and Conversion Capabilities: The synergy of vending machine capabilities and digital signage creates an array of opportunities for marketers and retailers to increase sampling and conversion. In addition to recipes, shopping lists, product samples, etc., consumers can also opt-in to receive future marketing promotions. A sample promotion could be around a special event or holiday wherein the consumer can choose from a series of recipe options, download the recipe and get a shopping list of ingredients sent to her smart phone, while also obtaining actual product samples (e.g., Kraft LU Cookies, Cadbury Chocolate, etc.)—all in the same interaction.

Accountability and Metrics: The digital signage is equipped with Anonymous Video Analytics (AVA) technology that makes it possible to obtain accurate audience measurement data: how many interacted with the display/vending machine, for how long, their gender, age, time of day, etc. This provides immediate feedback for measuring ROI and also provides opportunities for adapting content based on the composition of the audience and other factors (e.g., time of day).

Language Customization: Retailers have the ability to customize by language. Currently, the solution is available in Spanish as well.

Technology used in the Solution

The technology featured in this deployment includes:

- 3- HP touch screen HD monitors

- 3- 2nd generation Intel® Core™ i7 processors
- Intel® Active Management Technology (Intel® AMT) for remote management, improved power management and security options such as system diagnosis. Administrators can manage systems remotely, making it possible to turn off all systems overnight to increase energy savings and reduce the need for technicians to go on-site for system maintenance, lowering operational expenses for retailers
- Intel® AIM Suite built specifically for the purposes of anonymous audience measurement and retail intelligence.

This innovative solution will drive increased brand loyalty and repeat shopper visits to drive profitability while lowering operational costs with remote manageability.



¹ In compliance with emerging digital signage industry standards, AVA is completely anonymous: it cannot identify an individual; no actual images are stored, and no personal information is collected. The only data that is stored is of an anonymous, aggregate, statistical nature. It is not possible to associate any single, stored data-point in the AVA to an individual person.

INFORMATION IN THIS DOCUMENT IS PROVIDED IN CONNECTION WITH INTEL® PRODUCTS. NO LICENSE, EXPRESS OR IMPLIED, BY ESTOPPEL OR OTHERWISE, TO ANY INTELLECTUAL PROPERTY RIGHTS IS GRANTED BY THIS DOCUMENT. EXCEPT AS PROVIDED IN INTEL'S TERMS AND CONDITIONS OF SALE FOR SUCH PRODUCTS, INTEL ASSUMES NO LIABILITY WHATSOEVER, AND INTEL DISCLAIMS ANY EXPRESS OR IMPLIED WARRANTY, RELATING TO SALE AND/OR USE OF INTEL PRODUCTS INCLUDING LIABILITY OR WARRANTIES RELATING TO FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, OR INFRINGEMENT OF ANY PATENT, COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHT. UNLESS OTHERWISE AGREED IN WRITING BY INTEL, THE INTEL PRODUCTS ARE NOT DESIGNED NOR INTENDED FOR ANY APPLICATION IN WHICH THE FAILURE OF THE INTEL PRODUCT COULD CREATE A SITUATION WHERE PERSONAL INJURY OR DEATH MAY OCCUR.

Intel may make changes to specifications and product descriptions at any time, without notice. Designers must not rely on the absence or characteristics of any features or instructions marked "reserved" or "undefined." Intel reserves these for future definition and shall have no responsibility whatsoever for conflicts or incompatibilities arising from future changes to them. The information here is subject to change without notice. Do not finalize a design with this information.

The products described in this document may contain design defects or errors known as errata which may cause the product to deviate from published specifications. Current characterized errata are available on request. Contact your local Intel sales office or your distributor to obtain the latest specifications and before placing your product order. Copies of documents which have an order number and are referenced in this document, or other Intel literature, may be obtained by calling 1-800-548-4725, or by visiting Intel's Web site at www.intel.com.

Copyright © 2010 Intel Corporation. All rights reserved. Intel, the Intel logo, and Xeon are trademarks of Intel Corporation in the U.S. and other countries.

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

Printed in USA

1210/DEC/IL/IL/PDF

Please Recycle

324839-001US

