



White Paper

# IT Just Got Smarter: Discover Intelligent Retail with AAEON's Intelligent Solutions

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## Overview



Nowhere is the advancement of Intelligent Technology more obvious than in the changes we see in Intelligent Retail. In the highly competitive world of retail, standing out and delivering the “wow factor” is what every retail business strives for. From the storefront to the back-end warehouse and distribution centers, AAEON's intelligent retail solutions can make business management more efficient, secure and systematic.

Modern consumers are technology-savvy and are comfortable with an immersive, technology enhanced buying experience. Whether it is getting cash from the ATM, utilizing smart mirrors and augmented reality features, or checking out via mobile POS, the shopping experience brought to you by AAEON's Intelligent Retail devices will improve the bottom-line and increase brand awareness.

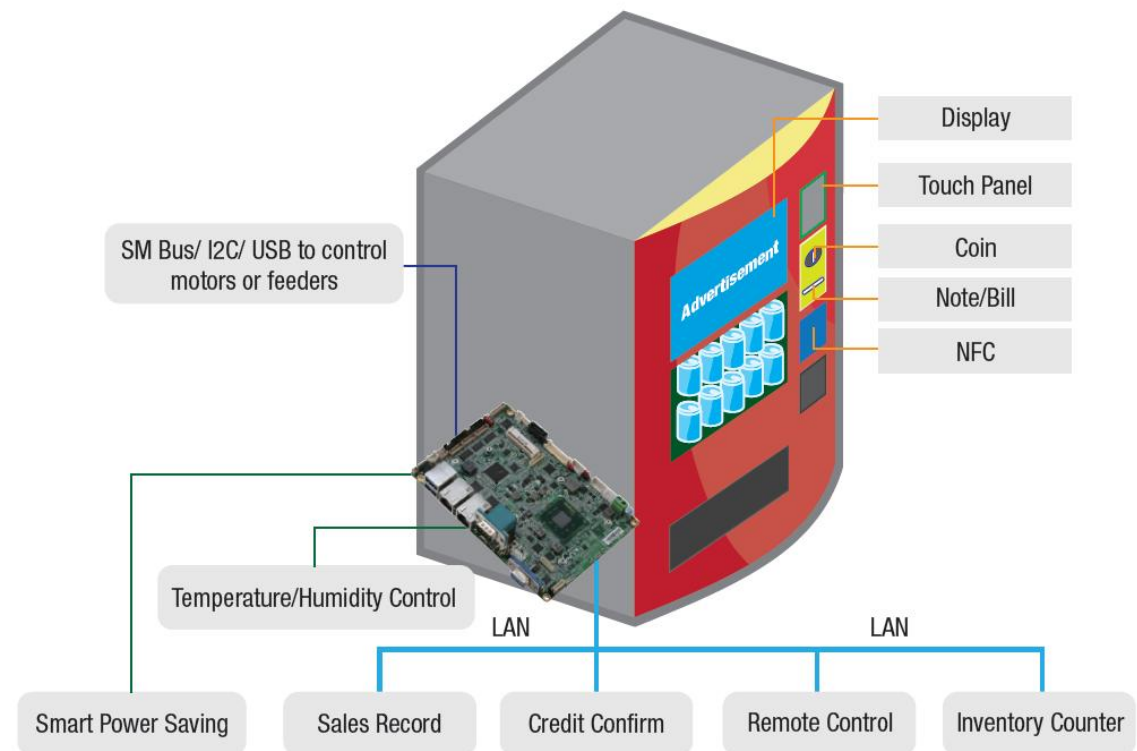
## Intelligent Retail – Vending Machine

Intelligent vending machines are an entertaining experience every shopper should and must go through.

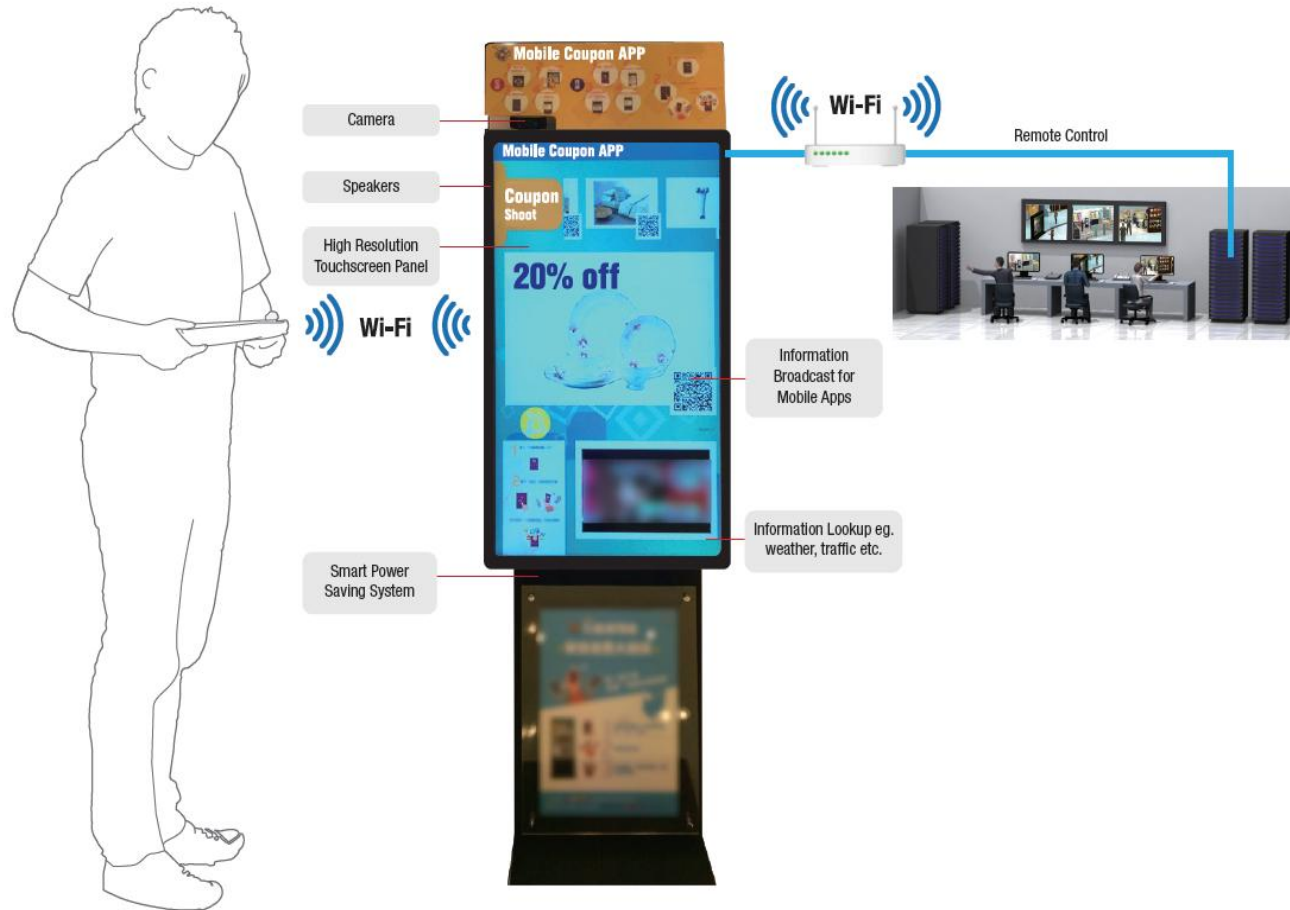
Coin-operated, button-based machines with nothing more than a single, giant logo as its façade are quickly becoming a thing of the past. Intelligent vending machines of the 21<sup>st</sup> century feature high resolution touchscreen panels for an engaging and interactive experience, as shoppers select their desired products. Sound and smell are being deployed in multi-sensory devices, creating yet another new experience for consumers.

Intelligent vending machines are also incorporating connectivity features to deliver content directly to smart phone apps, as well as handling the remote management of the device, offering real-time price updates, targeted advertising and remote manageability.

*No cash? No problem.* Payment options such as NFC, smart cards and phone apps are all emerging as options in Intelligent Vending



# Intelligent Retail – Digital Signage



Digital Signage comes in different shapes and sizes, colors and patterns, but no matter how they are designed, their purpose is still the same: To generate attention. In order to do that in the 21<sup>st</sup> century, a time characterized by connectivity and interactivity, Digital Signage is due for an intelligent overhaul.

With the incorporation of AAEON's hardware solutions, signage comes to life with rich, high definition panels and clear, crisp sounds, engaging patrons with an immersive visual and audio experience. The support for touchscreens ushers in new and innovative possibilities, as digital signs are turned into interactive smart mirrors and video walls for greater service and business opportunities. Also, network capabilities enable information regarding traffic, weather, flight/train schedules etc, to be shown and updated in real-time.

Technologies such as Anonymous Video Analytics takes advertising to a new level, providing an interactive experience based on anonymous data collected from the audience and generating viewer impressions that can redefine ad revenue.



# Intelligent Retail – E-POS

As Intelligent Retail technology gains prominence in the 21<sup>st</sup> century, the shopping experience has never been easier for the shopper or the retailer.

Along with some of the now-standard functionalities, such as scanning barcodes for product information and touch-enabled POS terminals, the popularity of smart cards has led to its acceptance as a more convenient mode of payment. In addition, the advent of mobile technology has created an environment where retail is anywhere and everywhere and no longer limited to a fixed location. POS systems at check-out points are also linked as a part of a bigger store-wide network to feed information on consumer shopping habits for sales analysis.

In restaurants or eateries, staff can be issued a rugged tablet to facilitate order-taking, as well as providing mobility when patrons call for their sales check.

## Mobile Terminals & Printer for Mobile POS



## Intelligent Retail – ATM



ATMs, or Automated Teller Machines, spare us the trouble of queuing for basic banking tasks, such as the depositing and withdrawal of cash. But this is a convenience unattainable without smart, modern hardware.

The machine's main objective of providing banking services anywhere without banks means that it can be deployed in a variety of environments. AAEON's solutions make these deployments possible through functionalities such as a watchdog timer that allows the system to reboot itself once a fault has been detected, reducing service frequency. Multiple COM ports, for the incorporation of a vast array of hardware, from magnetic stripe readers to touchscreens, deliver a more comprehensive service package.

Hardware based security features such as TPM, Trusted Platform Module, are a necessary counterpart to common software security deployed in banking devices. Consumers and Operators both need to know that their transaction is safe and reliable.

## Conclusion

Whether it is stationary or mobile, indoor or outdoor, AAEON understands the requirements of its clients in the retail industry and continue to designing and introduce solutions that are most optimized and applicable to fit their needs. For more information about the abovementioned products, please visit <http://www.aaeon.com>.

## About AAEON

AAEON is a leading manufacturer of advanced industrial and embedded computing platforms. Committed to innovative engineering, AAEON provides integrated solutions, hardware and services for premier OEM/ODMs and system integrators worldwide. Reliable and high quality computing platforms include industrial motherboards and systems, industrial displays, rugged tablets, PC/104 modules, PICMG half-size and full-size boards and COM modules, embedded SBCs, embedded controllers and related accessories. AAEON also offers customized end-to-end services from initial product conceptualization and product development on through to volume manufacturing and after-sales service programs. AAEON is a GSA contract holder (#GS-35F-0470Y) serving the Federal, State & Local government sectors. AAEON is also an Associate member of the Intel® Internet of Things Solutions Alliance. From modular components to market-ready systems, Intel and the 250+ global member companies of the Intel Internet of Things Solutions Alliance provide scalable, interoperable solutions that accelerate deployment of intelligent devices and end-to-end analytics. Close collaboration with Intel enables Alliance members to innovate with the latest technologies, helping developers deliver first-to-market solutions.

