Elo Touch Solutions and Intel® create an engaging marketing platform that delivers measurable results

The Power to Know | **For marketers and advertisers, it's critically important that they know their customers —who are they, what are their preferences, how do they make purchasing decisions? This information enables companies to improve products and services to better meet the wants and needs of their customers.**

For the digital signage industry, capturing this level of customer intelligence wasn't easy. Television has Nielsen, radio has Arbitron and the internet has Google Analytics. But until now, measurement and analytics for the digital signage industry was a slow, manual, labor-intensive process with people observing and recording consumer behavior.

Now, with Elo Touch Solutions interactive digital signage (IDS) and Intel® Audience Impression Metrics Suite (AIM Suite), you can truly be in touch with your customers. In a fraction of a second, Intel AIM Suite detects the number of viewers, records time and date each viewer watched, determines their gender and age group, logs how long each watched and what they watched. AIM Suite empowers both real-time **Audience Engagement** and deep **Business Intelligence**.

Audience Engagement

AIM Suite's real-time content triggers enable you to attract viewers and hold their attention by presenting content that is most likely to appeal to current viewers. AIM Suite can trigger a wide variety of actions, from selecting an advertisement to display to launching a personalized and immersive interactive experience. AIM Suite ensures that you're presenting the right message, to the right audience, at the right time.

Business Intelligence

AIM Suite's back-end analytics enable you to measure audience behavior over any timeframe, and then, visualize the resulting insights in easy-to-understand graphs and charts. You'll be able to measure and improve ROI, and calculate conversion ratios and sales uplift from campaigns and promotions. By linking AIM Suite data with data from other in-store and back-end systems, you can track consumer behavior from point-of-impression to point-of-sale.

IMAGINE...

A customer enters a retail store and is walking by an Elo IDS display. The Elo Webcam and Intel AIM Suite identify his gender and age range – a middle-aged male. Using a data base of user profiles, AIM Suite triggers the Content Management System (CMS) to present content, on-screen, that has been pre-determined to appeal to his demographic group. In this case, the customer sees an advertisement for golf clubs. Now, enticed by the personalized, on-screen content, the customer is drawn to the IDS display and begins to explore, interact and engage. The information from this session is aggregated with other viewer data to analyze the effectiveness of this ad for any or all demographic groups, over any timeframe.

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ELO WEBCAM

AIM Suite employs an Elo webcam mounted on an Elo IDS display. The Elo Webcam is designed to seamlessly integrate and harmonize with the Elo IDS displays' look-and-feel. And it's approved for use with Intel AIM Suite.

Key features of the Elo IDS webcam include:

- Compatible with the all Elo Touch Solutions IDS displays
- Standard USB cable
- Easily installed on the **Elo 5500L** with preset screw holes and a proprietary connector. Web camera is accessed through the USB connection (shared with the touchscreen) on the display. With an optional Elo computer module, no cabling is necessary for connecting the webcam to the host computer.
- One **3200L/4200L** webcam is installed with an adapter plate and a separate USB cable
- Supports landscape or portrait orientation
- Adjustable for up/down tilt with a hex-key adjustment (included)
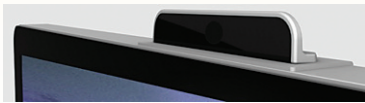
Intel® AIM Suite software-as-a-service (SaaS) includes:

- ¥ Intel® AIM View – audience detection module
- ¥ Intel® AIM Analytics – cloud-based data analysis and visualization module
- ¥ Intel® AIM Manage – remote license & sensor management module

AIM Suite is "audience detection", not "facial recognition" technology. The privacy of viewers is protected, as outlined in the Seven Foundational Principles of Privacy by Design.* No images are recorded and no personal information is collected. For more information, and an informative video, visit Intel AIM Suite at http://intel.cognovision.com/intel-aim-suite.

*Privacy by Design: by Ann Cavoukain, PhD., Information & Privacy Commissioner, Ontario, Canada. www.privacybydesign.ca.

Reliability and Performance

The Elo TouchSystems IDS commercial displays are a stable hardware platform designed to withstand the rigors of high-use and public environments while continuously delivering a sensitive and fluid touch response over time:

- Made for public use with rugged commercial components
- Durable and reliable solutions for business
- Integrated solutions
  - Optional computer modules
  - Seamless integration; no cables
  - Enterprise-grade features

Summary

In short, you no longer have to guess. Now, you have the ability to quickly and continuously capture the demographic and behavioral data you need to personalize on-screen content and, then, analyze its effectiveness.

***Try it today, on us!* Each Elo TouchSystems IDS Webcam ships with a complementary 75-day Intel AIM Suite Gold evaluation promotion code.**
Evaluation license code is included with the webcam.

ELO IDS DISPLAY	TOUCHSCREEN TECHNOLOGY	ELO WEBCAM
3200L (32")	IntelliTouch Plus (multi-touch), zero-bezel Acoustic Pulse Recognition (APR)	E828885
4200L (42")	IntelliTouch surface acoustic wave (SAW) standard bezel, APR, optical	E828885
4600L (46")	IntelliTouch standard bezel SAW, APR, optical	E828885
5500L (55")	IntelliTouch standard bezel SAW, optical	E574975

ABOUT INTEL | Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com. Intel is a trademark of Intel Corporation in the United States and other countries. *Other names and brands may be claimed as the property of others.

ABOUT ELO TOUCH SOLUTIONS | ELO Touch Solutions, a portfolio company of The Gores Group, is a premier supplier of touch solutions including touchscreen components, touchmonitors, and all-in-one (AiO) touch computers for diverse applications including retail point-of-sale (POS), hospitality, kiosk, medical, industrial, and consumer devices. A pioneer in the industry with over 40 years of experience, we bring quality, innovation, and integrity to everything we touch. Visit www.elotouch.com or call 1-800-557-1458 for more information about Elo, its products and services.

To find out more about our extensive range of Elo touch solutions, go to www.elotouch.com, or call the office nearest you.

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