ADLINK
LEADING EDGE COMPUTING



Commercial Display Solutions with Edge Computing

True Flat Industrial Monitor and Embedded Media Player

Application Story

Overview

Delivering excellent customer experiences is key to business success, especially in retail. By applying edge AI, a system like our embedded media player (EMP-510) can run deep machine learning to analyze in-store visit demographics and then display customized content on the high-quality industrial grade monitor (IM series). The EMP-510 paired with the IM series ensures all-day operation, with product messaging tailored to target audiences. Flexible, AI-powered digital transformation offers a smart way to bring customer experience to the next level.

Challenges

1. Long-hours system operation is the must for a retail, which will face hundred and thousands consumers to visit physical store. Thus, function stability is required.

2. Durability will be the other critical factors for a commercial use machine because it could be placed in various environments and using conditions.

3. Flexibility is a frequent requirement in a business world. For the commercials, the contents keeps changing in order to draw the audiences' attention.

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True Flat Industrial Monitor



▲ IM Series

- Easy Deployment
- High Readability
- Superior Durability

Embedded Media Player



▲ EMP-510

- Superior Edge Computing
- Multiple Displays Connection
- Superior Durability

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Industrial Monitor and Embedded Media Player Solutions

Solution 1 (Digital Signage, Digital Menu): Filed: Hypermarket, Restaurant

With AI computing at the edge, the EMP-510 can connect up to four displays and leverage facial, gender, and object recognition with a camera through machine learning to bring business analytics to the next level. Moreover, its fanless design, wide operat-ing temperature, and solid build quality ensure ongoing hassle-free system operation. Paired with ADLINK's IM series true flat monitors, IP65 rating front panel, for the semi-outdoor or indoor digital signage solution, it can capture consumer attention with attractive content, such as moving images, video, and animation. This combination provides maximum content flexibility, showing customers custom product information according to their needs, optimized with in-store analytics.



Solution 2 (Self-Service Information Desk): Filed: Shopping Complex

Information desks are a must in large shopping complexes, assisting customers with real-time requests. Supplementing these desks with the embedded computer and media players running customer service software and paired with IM series touchscreen, having wide viewing angle and anti-fingerprint surface treatment ensures clarity without contrast or color shifts, can provide smooth user experience then drive profitability and decisions making. Self-service options can also reduce waiting time for customers, and the interac-tions provide service data, which can be leveraged to inform business decisions. Plus, slim design and easy VESA mounting for these models can enable a more profitable use of space in a building.





Why ADLINK's Industrial Monitor and Media Player

The Comprehensive Industrial Monitors and Panel PCs Solutions

1. In-house value-added customization
2. One-stop solution service with our experts
3. Titanium Tier member of the Intel® Partner Alliance
4. Teams up with AUO® Display Plus

Solid-Build Quality

TCO

Total Cost of Ownership

Fast Time-to-Market

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Engaging An Expert

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