Solution Brief

Smart Shelf Solution for Targeted Advertising

With smart shelves, retailers can tap into customer demographics to optimize selling strategies, direct customers' attention, and create potential sales opportunities to boost revenues and enhance customer satisfaction.

Increasingly retail operators are considering implementing smart shelves to gain a better understanding of customers' behaviors. With smart shelves, retailers can tap into customer demographics to adjust and optimize selling strategies, direct customers' attention to not only the latest but also the most relevant promotions to customers, and more importantly create potential sales opportunities to boost revenues and enhance customer satisfaction.

Solution Overview

NEXCOM Smart Shelf Solution includes NEXCOM's digital signage player hardware NDiS B535, Quividi's VidiReports Pro for automated audience and attention analytics, and VidiCenter for online data management. To form a holistic solution, NEXCOM's digital signage software, PowerDigiS*, is also available as an option for efficient content management, enabling retailers to collect customer demographics, compile statistics reports, deliver customer-related content, and manage signage remotely.

Solution Package

VidiReports Pro for Automated Audience & Attention Analytics

VidiReports Pro estimates the aggregate footfall while counting exactly how many people have actually looked at the screen. It provides the dwell time, attention time and demographics of the audience, determines the gender with a 90% precision, and classifies the viewer's age in four categories (child, young adult, adult, or senior).
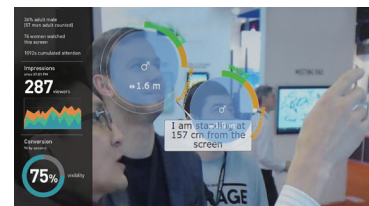
VidiCenter for Online Data Management

Built on a scalable architecture, VidiCenter securely gathers audience and attention data. It combines a Charts module—to plot a rich set of KPIs across demographic groups, time, locations, and contents in easy-to-use dashboards—as well as a Management module—to organize a fleet of sensors across locations and sites, spot and resolve

NDiS B535 Pre-installed with Quividi VidiReports Pro/PowerDigiS*

NEXCOM's smart shelf solution simplifies installation and maintenance by consolidating demographic analysis and signage workloads into a unified platform.

alerts, and manage users and rights.

PowerDigiS for Content Management (Optional)

With viewer demographics data, PowerDigiS enables viewer interaction by displaying message tailored to the interest of a target audience group. To amplify message delivery, retailors can create visually stunning effects with multi-zone layouts, rich content formats, and video wall configurations which are all supported by PowerDigiS. Remote management is also supported to facilitate content update and scheduling.


Hardware Specifications

NDiS B535 is a powerful digital signage player which is built around the superb technology of 6th generation Intel® Core™ processor family series and Intel® 100 Series chipset integrated graphics controller. The digital signage player can offer impressive system performance and full HD videos. With support for 4K2K video playback on three independent displays, the 4K2K signage player can fully satisfy customer's expectation and therefore be used in applications such as advertising, hospitality, brand promotion and digital menu board.

Application Diagram

The smart shelf solution simplifies installation and maintenance by consolidating analysis workloads of a microserver and multimedia processing of a signage player into a unified platform. With pre-integrated software and hardware, the solution can be set up and running immediately to help retailors create interactive shopping experience and improve customer satisfaction.
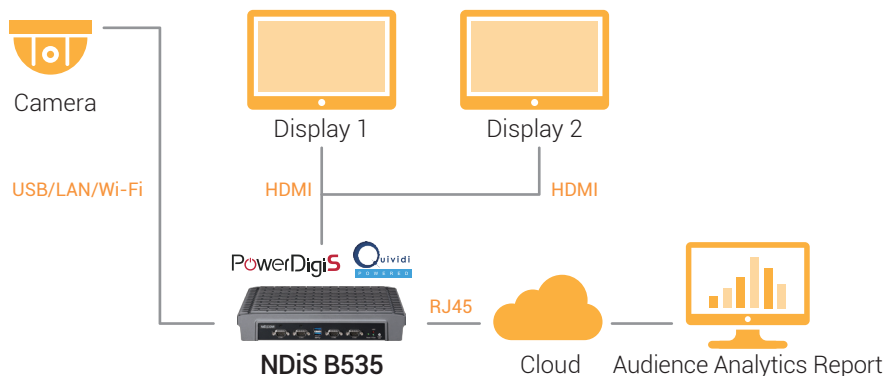
Ordering Information

NDiS B535 (P/N: 10W00B53500X0)

Fanless embedded computer powered by 6th generation Intel® Core™ processor, support 4K2K video playback

* Cameras are not included in the solution package. Clients can select FHD cameras based application requirements.
* PowerDigiS: The digital signage software is optional.

NEXCOM
Committed to Customer Success

Founded in 1992 and headquartered in Taipei, Taiwan, NEXCOM is committed to being your trustworthy partner in building the intelligent solutions. NEXCOM integrates its capabilities and operates ten global businesses, which are Network and Communication Solutions (NCS), Intelligent Platform & Services (IPS), Mobile Computing Solutions (MCS), Medical & Healthcare Informatics(MHI), Intelligent Digital Security (by Green Base), Smart Manufacturing Solutions (by NexAIoT), Robot & Smart Machines (by NexCOBOT), Industrial Wireless Solutions (by EMBUX), Education & E Commerce (by AIC), and IoT Security Solutions (by TMRTek). This strategic deployment enables NEXCOM to offer time-to-market, time-to-solution products and service without compromising cost.

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