

AI-Powered Billboards Transform Audience Insights ROI

Viana™

Viana™ by meldCX transforms digital signage and outdoor billboards into intelligent, revenue-generating media assets using AI-driven vision analytics.

Running on Intel® Core™ and Intel® Xeon® processors with OpenVINO™ toolkit at the edge, the platform captures and analyzes anonymized audience and vehicle data in real time—delivering actionable insights without compromising privacy. This enables advertisers and operators to understand engagement, optimize content dynamically, and quantify campaign performance with precision. By converting screens into adaptive, context-aware touchpoints, Viana™ unlocks new Retail Media Network opportunities, increases ad revenue, and proves ROI at scale.

The combination of advanced edge processing and privacy-first AI ensures high performance, low latency analytics and scalable deployment across retail and outdoor environments.



Transform billboards into intelligent, adaptive media delivering actionable insights and higher advertising value.

Key Intel-Enabled Features



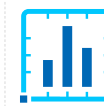
Audience Insights



Vehicle Intelligence AI



Privacy-First Analytics



Content Engagement Metrics

Accelerate Business Transformation with Optimized, Ready-to-Deploy, Intel-Powered AI Partner Solution

- Intel® Core™ CPUs with the OpenVINO™ toolkit enable private audience metrics
- Intel® Xeon® processors power traffic analysis and dynamic content triggers
- Intel® architecture secures edge inference with no personal data captured
- Intel® GPUs accelerate real time content changes based on live insights

Intel Products and Technologies

- [Intel® Core™ Processors](#)
- [Intel® Xeon® Processors](#)
- [OpenVINO™ Toolkit](#)

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Ordering Guidance: [meldCX Viana™](#)

Country/Geo: United States; Canada; Europe, Middle East, and Africa; Asia Pacific, Japan, Australia & New Zealand

Edge Verticals: Video Safety & Critical Infrastructure; Transportation; Retail; Manufacturing

Edge Use Cases: Public Safety & Enterprise Security; Smart Buildings; Video Analytics; Emergency Response; Intrusion Detection; Predictive Maintenance; Quality Control; Worker Safety; Anomaly Detection

Learn more:

- [meldCX Website](#)