

Edge AI Signage Enables Real-Time Audience Engagement

Poppulo Digital Signage

Poppulo's AI & IoT at the Edge for Immersive Digital Signage transforms enterprise screens into intelligent, interactive engagement platforms. The solution helps organizations overcome fragmented systems, rising operational costs, and growing demands for personalized experiences by delivering real-time audience analytics, content optimization, and context-aware interactions directly at the edge.

Running on Intel® Core™ Ultra Series 3 processors-based signage players and optimized with the OpenVINO™ toolkit, the platform enables low-latency AI processing, gaze and object detection, and responsive content delivery without relying solely on cloud resources. By combining digital signage, AI, and IoT data within a centralized content management platform, Poppulo helps organizations enhance customer and employee experiences, extend existing hardware investments, improve operational efficiency, and scale intelligent communications across distributed locations.



Key Intel-Enabled Features



Instant
Content
Adapt



Private
AI
Analytics



Smarter
Audience
Reach



Lower
Infrastructure
Cost

- [Intel® Core™ Ultra Series 3 processors](#) enable real-time content optimization at the edge.
- Intel® architecture supports local AI processing to help keep audience data private.
- [OpenVINO™ toolkit](#) accelerates gaze and object detection for more personalized engagement.
- Intel®-based signage systems extend device life and reduce operational costs.

By leveraging Intel® technologies, Poppulo Digital Signage helps organizations deliver personalized, real-time audience engagement while reducing infrastructure costs and complexity.

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*Digital Signage by Poppulo delivers real-time, AI-powered audience engagement that **personalizes experiences and improves operational efficiency.***

Ordering Guidance: [Contact Us](#)

Country/Geo: Worldwide

Edge Verticals: Retail & Consumer; Smart Cities & Transportation; Healthcare & Life Sciences; Education; Federal & Aerospace; Enterprise

Edge Use Cases: Worker Safety; Product Recognition; Self-Checkout; Intelligent Learning

Learn more:

- [Poppulo Website](#)
- [Poppulo Digital Signage](#)