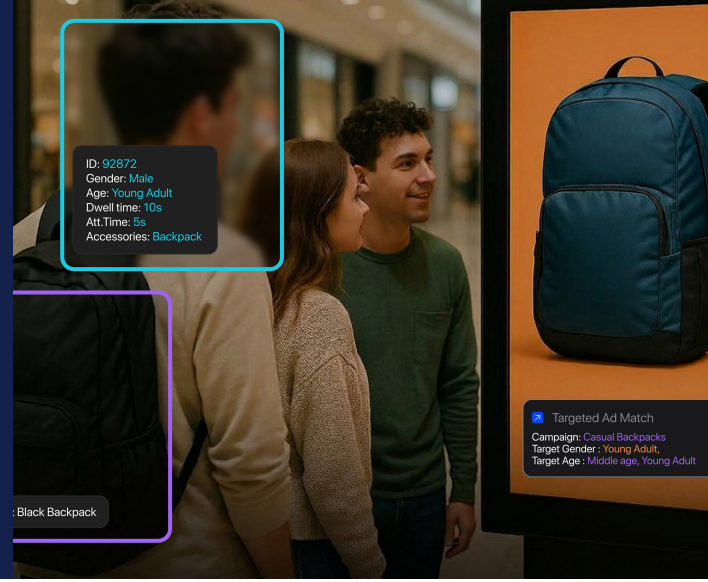


Make Retail Media as Measurable as Online Advertisement

Broox AI Vision Platform



Broox x **ASUS** x **intel**

By leveraging Intel® Technologies, Broox AI Vision Platform by Broox Technologies helps retailers connect audience behavior to campaign performance and optimize retail media at scale.

Broox AI Vision Platform helps retailers and media owners make physical retail media as measurable as digital advertising. Running on ASUS NUC 15 Pro system powered by Intel® Core™ Ultra processors (Series 2), the platform transforms existing digital signage networks into intelligent, data-driven engagement channels. Broox provides real-time audience analytics, including traffic, views, attention, dwell time, and proof of view, helping organizations measure campaign performance and optimize content delivery.

By turning any camera into a 3D spatial sensor, the platform delivers never-seen-before audience insights, while enabling digital signage networks to trigger real-time ads based on audience profiles, behavior, and product interactions. Designed with and for system integrators and ISVs, Broox plugs into existing CMS and media players for fast setup, scaling, and maintenance. Built for the Intel® CPUs and GPUs most used in signage, it runs on-device for fast, GDPR- and EU AI Act-compliant analytics without storing or transmitting personal data or imagery.

Broox AI Vision Platform enhances retail media networks with targeted marketing, personalized experiences, and data-driven shopper insights.

Intel Products & Technologies
Accelerating AI and analytics at the edge



[Intel® Core™ Ultra Processors \(Series 2\)](#)



[Intel® Iris® Xe Graphics](#)



[OpenVINO™ Toolkit](#)

Key Intel-Enabled Features

Real-Time AI and analytics make it easy



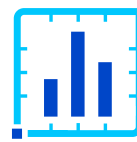
Edge AI Processing



Real-Time Inference



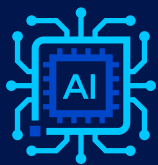
Edge-to-Cloud Scale



Edge AI Analytics

Powered by Intel® processors and optimized with the OpenVINO™ toolkit, Broox Technologies and ASUS deliver:

01



Intel® AI Boost NPU and Intel® Iris® Xe Graphics accelerate edge AI.

02



OpenVINO™ toolkit optimizes real-time AI performance on edge devices.

03



Intel® Core™ Ultra processors deliver reliable performance at scale.

04



OpenVINO™ toolkit and Intel® architecture enable edge-to-cloud scalability.

That's the power of Intel Inside®.

Country/Geo:

United States; Canada;
Latin America Region;
Europe, Middle East, and Africa

Verticals:

Enterprise; Retail & Consumer;
Security & Surveillance; Smart
Buildings; Smart Cities &
Transportation

Use Cases:

Live Video Stream Analysis;
Video Analytics; Occupancy
& Space Utilization; Critical
Infrastructure Monitoring; Loss
Prevention; Self-Checkout

About Broox Technologies

Broox develops proprietary computer vision with best-in-class accuracy and speed for audience measurement and retail media intelligence. Trusted by leading digital signage companies and system integrators, Broox helps retailers and media networks understand their audiences while protecting privacy as an ISO 27001-certified company.

www.broox.io

[Broox AI Vision Platform - Edge AI
Partner Spotlight](#)

intel ai

Intel® AI Edge Applications

About ASUS

ASUS is a global technology company driven by innovation and passionate about enhancing digital life. It designs and delivers a broad range of products and solutions that empower people and organizations, combining cutting edge engineering, quality, and sustainability to create intuitive, reliable experiences for users worldwide.

www.asus.com

[ASUS NUC 15 Pro - Edge AI
Partner Spotlight](#)

intel ai

Intel® AI Edge Systems

Notices & Disclaimers:

Intel technologies may require enabled hardware, software or service activation. // No product or component can be absolutely secure. // Your costs and results may vary. // AI features may require software purchase, subscription or enablement by a software or platform provider, or may have specific configuration or compatibility requirements. Intel Statement on Product Usage: Intel is committed to respecting human rights and avoiding causing or contributing to adverse impacts on human rights. See Intel's [Global Human Rights Principles](#). Intel's products and software are intended only to be used in applications that do not cause or contribute to adverse impacts on human rights.

© Intel Corporation, Intel, the Intel logo, Intel Core, and other Intel marks are trademarks of Intel Corporation or its subsidiaries.

Other names and brands may be claimed as property of others.