

# ***Intelligence is your edge.***

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## **Quividi x intel®**

### **Quividi Showcases Future of Audience Measurement**

At ISE 2026, Quividi celebrates its 20-year anniversary of delivering trusted audience measurement for in-store retail media and DOOH. Quividi will showcase its latest initiatives that enable it to:

- Deliver high-trust audience insights using multiple sensor types, supporting both Media and Retail teams
- Deploy modular approaches that adapt from pilots to large-scale rollouts
- Integrate seamlessly with CMS, AdTech platforms, and data stacks to activate audience segments and drive incremental media revenue.

Quividi will demonstrate its Audience Measurement Platform (AMP) for DOOH and In-Store Retail Media. Quividi's AMP leverages the OpenVINO™ toolkit to deliver audience measurement and shopper insights to leading media owners and retailers (7-Eleven, Westfield, Metcash, Grandi Stazioni Retail, and others) across more than 80 countries. At its booth, AMP will be running on an ASUS NUC 13 Rugged Intel Atom® x7425E Processor.

At the Samsung Booth, Quividi, Intel, and Samsung present an AI-powered self-optimising campaign engine for DOOH and Retail Media, combining Quividi's real-time audience measurement and shopper engagement with Intel AI solutions, and delivering content on Samsung Tizen screens via the Tizen Enterprise Platform. Quividi will demonstrate an example solution use case with added Generative AI for adaptive content generation, which leverages the Intel® Core™ Ultra processor (Series 2) to run everything in real-time at the edge.

#### **Partner Links:**

<https://quividi.com/audience-measurement-platform/>  
<https://quividi.com/quividi-amp-successfully-optimized-on-intel-architecture/>

#### **Meeting Request Links:**

<https://calendar.app.google/KEz18UBubNB5To8eA>

#### **Partner Name**

**Quividi**

#### **Booth Location**

**4P800  
3F500 (Samsung)**

#### **Solution Name**

**Audience  
Measurement  
Platform (AMP)**

