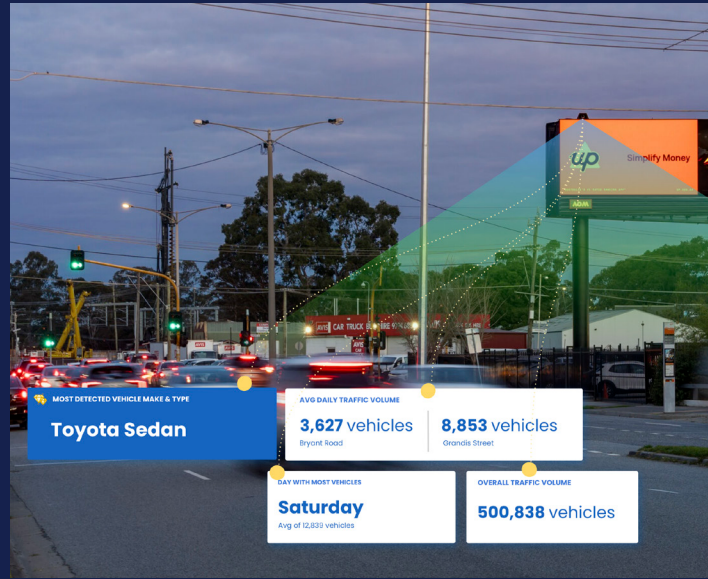


Real-Time Unified Intelligence Across Retail Spaces

Viana™ by meldCX®
Smart Retail and Outdoor Billboards Intelligence



meldCX™ x ASUS x intel®

By leveraging Intel® technologies, Viana by meldCX helps retailers overcome limited visibility across stores, delivering real-time audience and operational insights that improve marketing effectiveness, optimize store performance, and drive revenue growth.

Every physical space holds a constant stream of untapped intelligence. meldCX brings together insights from vision analytics (cameras and sensors) and connected endpoints (kiosks, POS systems, and digital signage) into a single unified intelligence platform, enabling retailers and media networks to optimize their spaces, improve audience targeting, and unlock new revenue opportunities. Gain unified insights into your audience, what they value, how they interact with your spaces, and how they respond to advertising content. Understand whether engagement leads to conversion, and continuously optimize store layouts, customer experiences, and signage through data-driven A/B testing to maximize performance.

Running on the ASUS NUC 14 Pro with Intel® Core™ Ultra processors and built-in support for the OpenVINO™ toolkit, the solution delivers high-performance AI inference at the edge, enabling near real-time analytics, reduced cloud dependency, and scalable deployment across locations while maintaining operational efficiency. Designed for trust and compliance, all visual data is anonymized and de-identified, with no collection or storage of personal or biometric information, ensuring privacy remains at the core of the solution.

*Viana by meldCX delivers **store and audience intelligence** that helps retailers improve engagement, optimize operations, and drive revenue growth.*

Intel Products & Technologies Accelerating AI and analytics at the edge



[Intel® Core™ Ultra Processors](#)



[Intel® Core™ Processors](#)



[Intel® Xeon® Processors](#)



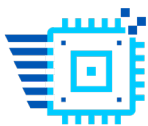
[Intel® Arc™ GPU](#)



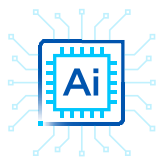
[OpenVINO™ Toolkit](#)

Key Intel-Enabled Features

Real-Time AI and analytics make it easy



CPU-First AI
Processing



Optimized AI
Inference



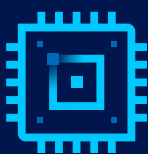
Edge-to-Cloud
Scalability



High-Speed AI
Analytics

Powered by Intel® processors and the OpenVINO™ toolkit, meldCX and ASUS deliver:

01



Intel® Core™ processors
deliver reliable, reliable
edge AI performance

02



The OpenVINO™ toolkit
speeds AI inference for
smarter analytics

03



Intel® architecture
enables scalable
edge-to-cloud AI
deployments

04



Intel® technologies
enable near real-time
insights for faster action

That's the power of Intel Inside®.

Country/Geo:

US/Canada; Europe, Middle
East, and Africa; Asia Pacific,
Japan, Australia & New
Zealand

Verticals:

Retail

Use Cases:

Loss Prevention
Order Accuracy

About meldCX

meldCX is a global leader in unified intelligence at the edge, bringing together Vision AI, endpoint management, and AI agents to power smarter customer and employee experiences at scale. Trusted by Fortune 500 companies and public sector organizations, meldCX delivers secure, privacy-first intelligence built for real-world scale.

www.meldcx.com

[Viana™ by meldCX® - 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 14 Pro - Edge AI
Partner Spotlight](#)

intel ai

Intel® AI Edge Systems

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