



meld cx[®]

Viana™ VisionAnalytics

accelerated by **intel**.

Viana™ by meldCX® leverages AI-powered vision analytics to capture anonymous audience and vehicle data, including age, gender, mood, dwell time, and car type, make, model, and color.

Powered by Intel® technologies, it processes video data at the edge, ensuring privacy, compliance, and actionable real-time insights. Businesses use Viana™ to enhance customer experiences, optimize operations, and improve business strategies.

With ready-to-use applications like audience and traffic measurement, digital signage engagement, and more, Viana™ scales seamlessly — stitching multiple camera feeds to create a complete data story of your spaces.

Key
Features



Multi-camera stitching



Near real-time analytics



Anonymous vision analytics



Intuitive data dashboard

Drive conversion,
increase revenue with
data-driven insights

Vertical:
Retail
Education
Financial Services

Use Case:
Consumer
Commercial
Security

Country/Geo:
Worldwide
North America

Learn more:
▪ <https://www.meldcx.com/>
▪ <https://www.meldcx.com/products/viana>



We're currently at an exciting phase at Burnley FC. The data gathered from Viana have been eye-opening, providing us with actionable insights that we can utilize to strengthen our commitment to delivering an exceptional experience for our members and fanbase."

Mark Howorth
Head of Retail and eCommerce at Burnley FC

Intel Products and Technologies

- Intel® Distribution of OpenVINO™ toolkit
- Intel® Core™ processors
- Intel® AI and analytics solutions
- Intel® IoT technologies