



VIA Smart Retail Engagement System



Deliver compelling new consumer experiences while boosting staff productivity and store sales with the VIA Smart Retail Engagement System. With its high-precision facial recognition software, blacklist/whitelist feature, and comprehensive analytics capabilities, the system not only enables you to create VIP customer programs that enhance consumer loyalty but also provides the data you need to track the performance and ROI of your in-store marketing and promotion activities.

- ◆ Ultra-compact form factor with support for dual 4K display resolution
- ◆ Cutting-edge compute, graphics, and AI performance
- ◆ Real-time capture, processing and display for up to four high-resolution video camera feeds
- ◆ Retail Edge AI solution pack supporting facial recognition, people counting, audience demographics reporting, and whitelist/blacklist support
- ◆ Rich networking and wireless connectivity including 4G LTE option



»» Hardware

The VIA Smart Retail Engagement System combines the cutting-edge compute, graphics, and AI processing performance of the Qualcomm® APQ8096SG Embedded Processor with dual 4K display support, rich connectivity options, and flexible I/O peripheral integration capabilities in an ultra-compact fanless form factor. The system supports up to four high-resolution video streams and ensures seamless cloud integration with its integrated Gigabit Ethernet and flexible wireless network connectivity options.

Key features include:

- ◆ Qualcomm® APQ8096SG Embedded Processor
- ◆ Supports dual 4K display resolution
- ◆ Supports up to four video streams
- ◆ Wi-Fi & Bluetooth 4.1 or 4G LTE wireless connectivity options
- ◆ Dual display mirror & independent video playback modes available



»» Retail Edge AI Applications

The VIA Smart Retail Engagement System features Android 8.0 and comes with a Retail Edge AI solution pack that features facial recognition, people counting, audience demographics reporting, including emotion, age and gender detection, and whitelist/blacklist support.

The system's support for the Qualcomm® Neural Processing SDK for artificial intelligence designed to help developers run one or more neural network models trained in Caffe/Caffe2, ONNX, or TensorFlow using the CPU, GPU or DSP, opens up additional possibilities for enabling innovative applications and boosting performance.

»» Customization Options

VIA Smart Retail Engagement System functionality can be customized to meet your specific deployment requirements. With its flexible design, the system can be optimized to maximize the effectiveness of your in-store marketing, customer loyalty, and security programs by:

- ◆ Automatically identifying and welcoming VIP customers when they enter your store
- ◆ Delivering personalized greetings, offers, and services to boost VIP customer loyalty
- ◆ Identifying peak shopping times to ensure effective staff deployment
- ◆ Flagging and denying access to blacklisted shoppers to protect against potential leakage

