

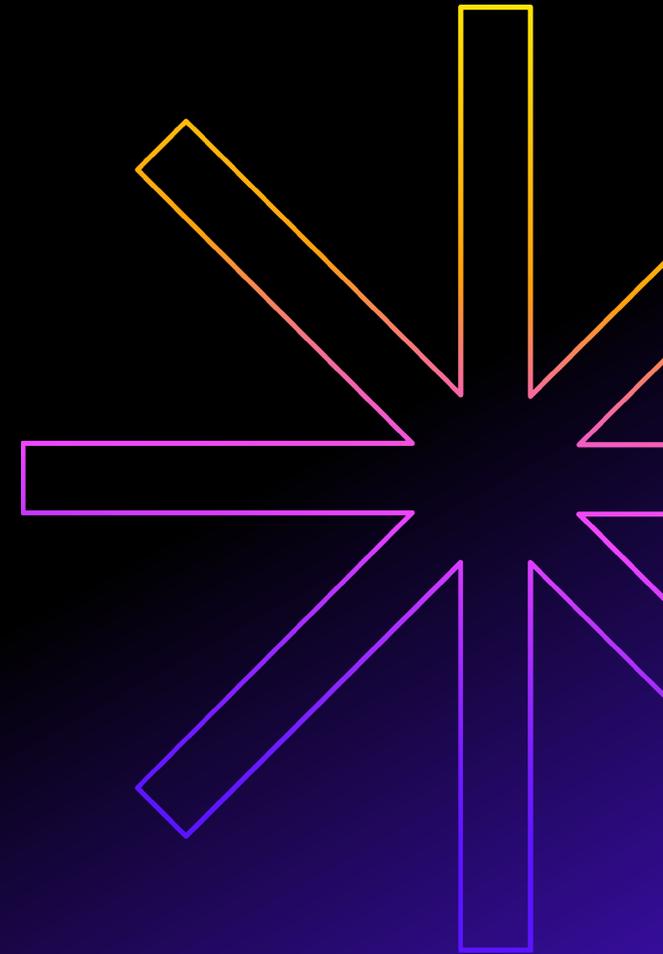


# AI & IoT at the Edge

Delivering More Immersive Digital Signage

January 27

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# Joseph Aviles

VP of Partnerships and Growth

**20**

Years Technology Leadership

**15**

Years Digital Signage Focus

Professional Services

Sales Engineering

Product & R&D

## About Us

# Enterprise-Grade Digital Signage and Workplace Communication Platform

600,000+

signs powered

10,000+

customers

40+

of fortune 100

25

years experience



top 3  
provider  
(Invidis)



# Today's Agenda

Three-part session on digital signage ecosystem with Intel

1

## Market Overview & Competitive Landscape

Industry trends, pain points, and market dynamics

2

## Solution Development & Technical Considerations

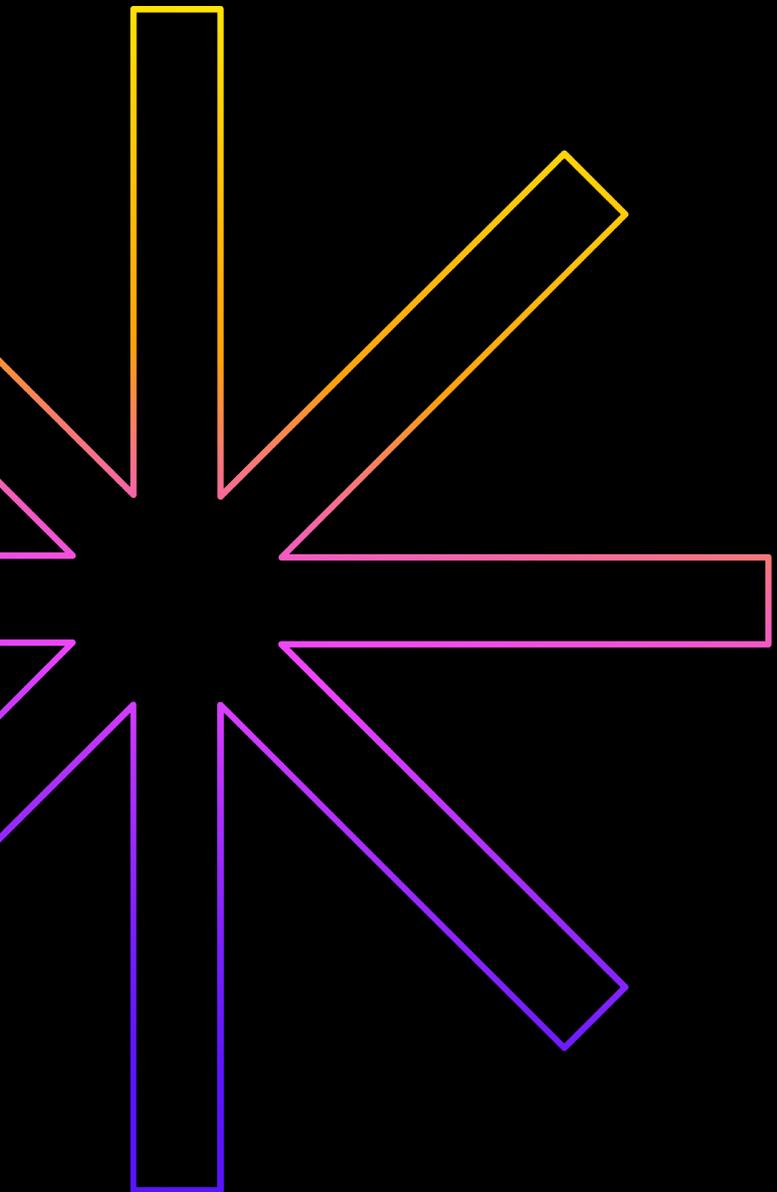
Development trends, architecture, and Intel integration

3

## Real-World Deployment & Success Stories

Verticals, use cases, and customer examples





# Industry Trends, Pain Points, and Market Dynamics

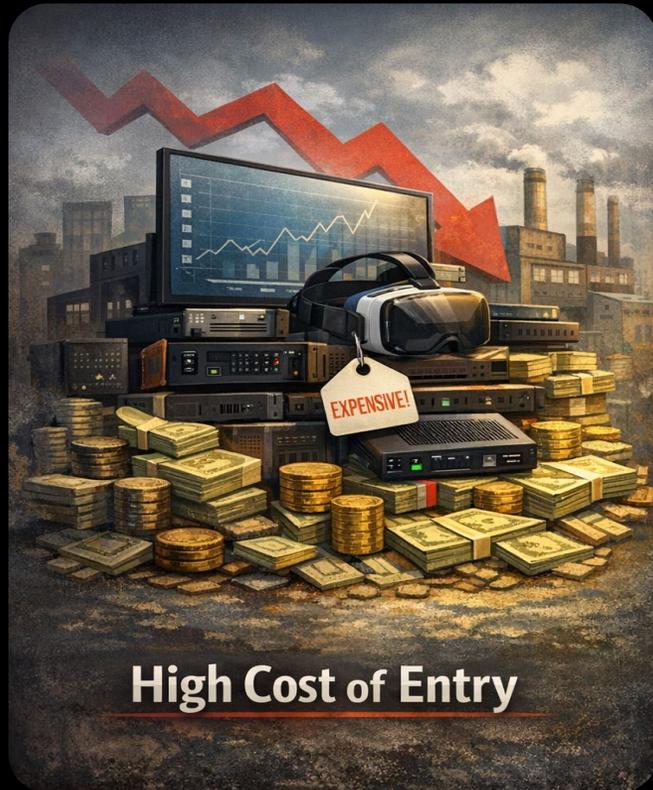
# Market Trends



## Market Evolution

15 years ago, it was hard to explain what digital signage was. Now, it's everywhere—QSR menus, airport flight info, financial education displays, and more. Digital signage has evolved from "nice-to-have" to a mission-critical system.

# Industry Pain Points



**High Cost of Entry**

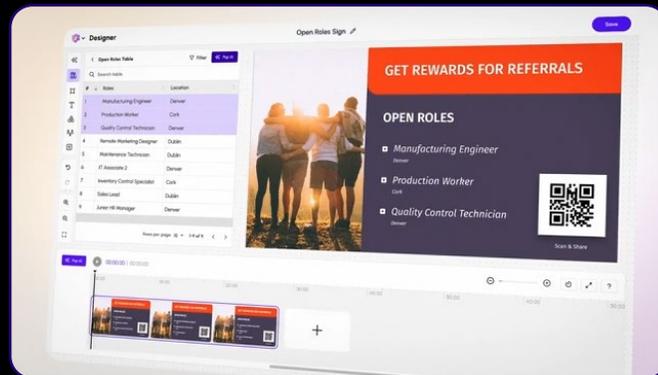
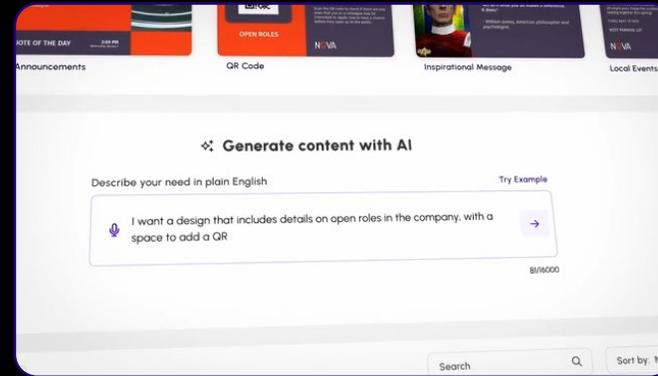


- Capital expense barrier to entry remains biggest pain point
- Hardware, software, and infrastructure must work together
- Need for better/easier design tools that deliver high impact in half the time
- Growing ecosystem driving costs down while improving performance

# Our Solution Approach

Start time	End time	Partial Plays	Duration	Device
9:00:00	9:05:00	0	5 min	Lobby Device1
9:05:00	9:10:00	0	5 min	Lobby Device2
9:10:00	9:11:00	1	1 min	Lobby Device1
9:15:00	9:20:00	0	5 min	Lobby Device3
9:20:00	9:25:00	0	5 min	Lobby Device4

**Insight:** 'Promo Ad Loop' had 2 hrs of Partial Plays on Aug 15th, this was significantly higher than other content played



## Solution Benefits

- Wide range of use cases across multiple industries
- Mission-critical to engagement-driven content
- Use cases span from flight data to employee communications
- Built for enterprise with enterprise security SOC 2 Type 2 ISO 27001

# Key Differentiators for the Poppulo CMS



## Employee and Customer Facing

One of the few CMS providers that actively supports both employee and customer facing use cases in the enterprise.



## On-premise Expertise and Flexibility

Can support several different deployment methodologies. On-premise critical for certain data security use cases.



## Comprehensive Set of Complex Integrations

Serial, IO, proprietary mainframes, loyalty & jackpot, etc.  
API-first architecture enables deep integrations with ticketing systems, device management, etc.



## Mission-critical, Operational Use Cases at Scale

Our customers invest in digital signage because it is a key part of their operations, often needing it to scale to 10K+ endpoints.



## Commercially Proven Leader in AI

Named "the most advanced implementation of AI" by Sixteen:Nine, and an early partner of Google's A2A Protocol.



## Content Personalization and Automation

Dynamic content, personalization towards audience, and content automation by segmentation.



# Development Trends, Architecture, and Intel Integration

# Digital Signage 20 Year Recap

## Scalability & Integration

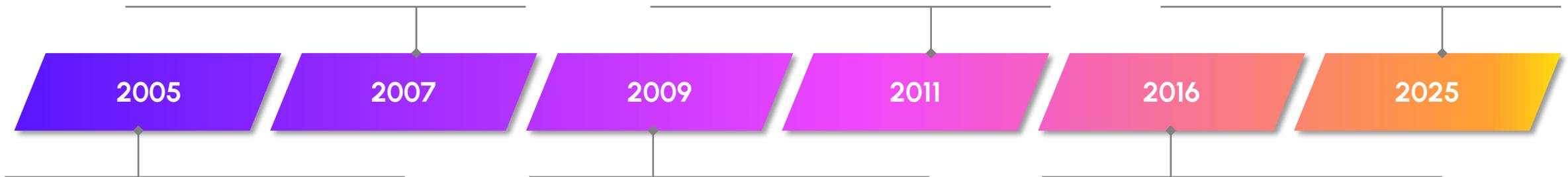
Improved server-side applications allow for improved content delivery and 3<sup>rd</sup> party integrations.

## IoT Devices

A cutting-edge array of devices prioritizing cloud integration storms into prominence.

## Future Era

A surge in diverse applications, fueled by an AI-driven focus on content creation and data aggregation. Witness the relentless growth of intelligent devices, propelling innovation to new heights.



## Early Days

Primary Windows-based solution, desktop authoring, & PC signage devices.

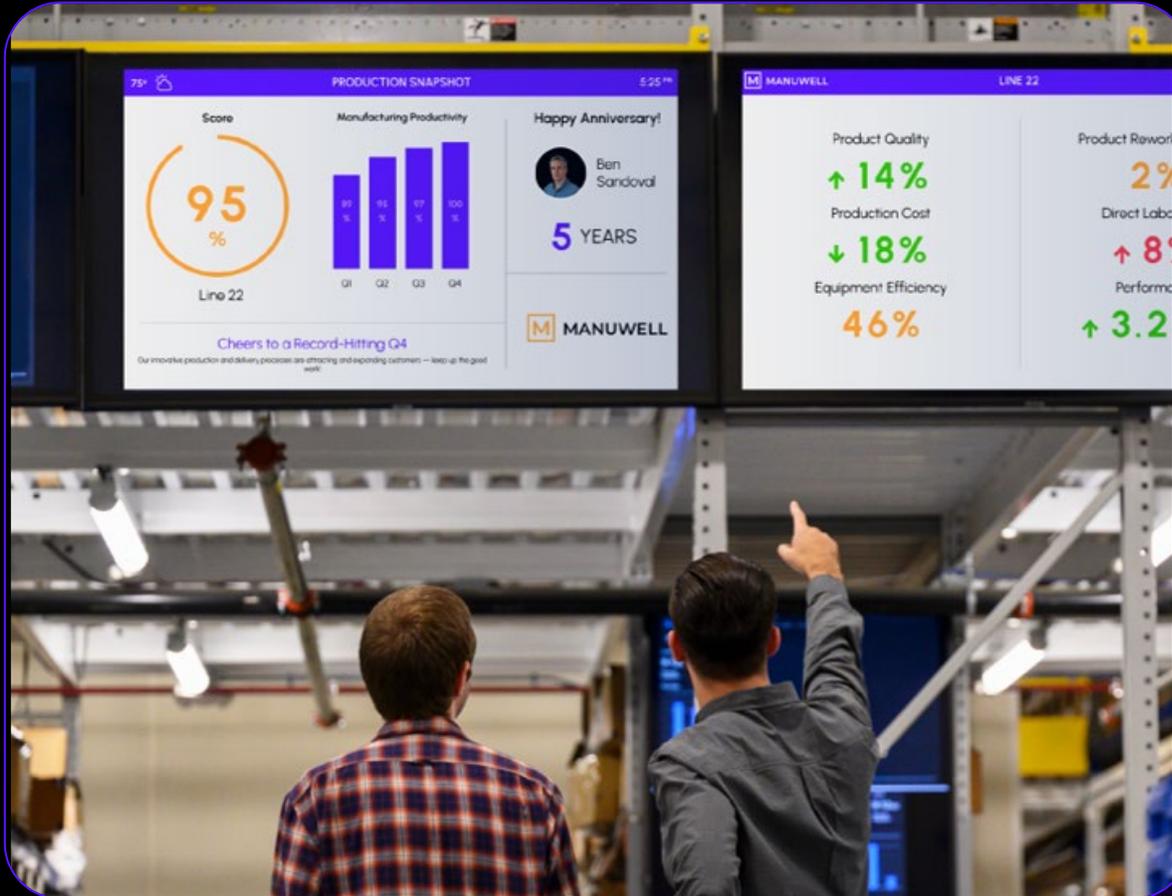
## Cloud Era

A new era of cloud-centric software solutions, allowing customers to embrace seamless connectivity, scalability, and innovation like never before.

## Simplified Design Tools

A new era of design tools that empower anyone to communicate.

# Industry Challenges



## Accessibility Across Industries

Ensuring digital signage is accessible across all industries for a wide range of users, so organizations can truly leverage it to drive digital transformation and operational efficiency.

## Unlocking Trapped Data

- Tremendous data trapped in enterprise systems and platforms
- Easy integration with APIs, databases, sensors, and services
- AI-driven content creation, targeting, and optimization
- Hardware costs decreasing while performance increases

# Development Challenges



## Solution Creation Challenges

- Making digital communication accessible for every organization
- Serving all industries with universal capabilities
- Supporting both technical and non-technical users
- Device-agnostic approach across platforms and form factors
- Delivering exceptional value while keeping costs affordable

# The Poppulo Platform



Your Audience



Any Piece of Glass



Cross-Platform

Poppulo Digital Signage Platform

**Content Players:** Windows, Android, BrightSign, Tizen, WebOS

**APPS:** Information applications

**Content Management:** Build, Deploy, and Manage Apps

**Integration Framework:** Integrate Data or Third-Party Applications



Your Data & Content



Schedules



KPIs



Media



News



Social

# Intel Integration

WINDOWS & INTEL DOMINATE THE MARKET

EARLY DEPLOYMENTS

TODAY

Windows®

intel CORE i3 intel CELERON intel ATOM®

\$1,000–\$2,000

POWERFUL & AFFORDABLE

Core i3 | Celeron | Intel Atom  
Low-Cost Solutions



## Intel Value & Integration

- Windows-based deployments are largely Intel-powered from the beginning
- Performance improvements while driving hardware costs down significantly
- Intel OpenVINO enables AI at the edge on existing hardware
- Extending hardware lifecycles without full refresh requirements
- Future-ready innovation on existing Intel footprint

# Why Intel

## Unlocking AI at the Edge with Intel® OpenVINO™



Current Gen

Previous Gen

Prior Generations

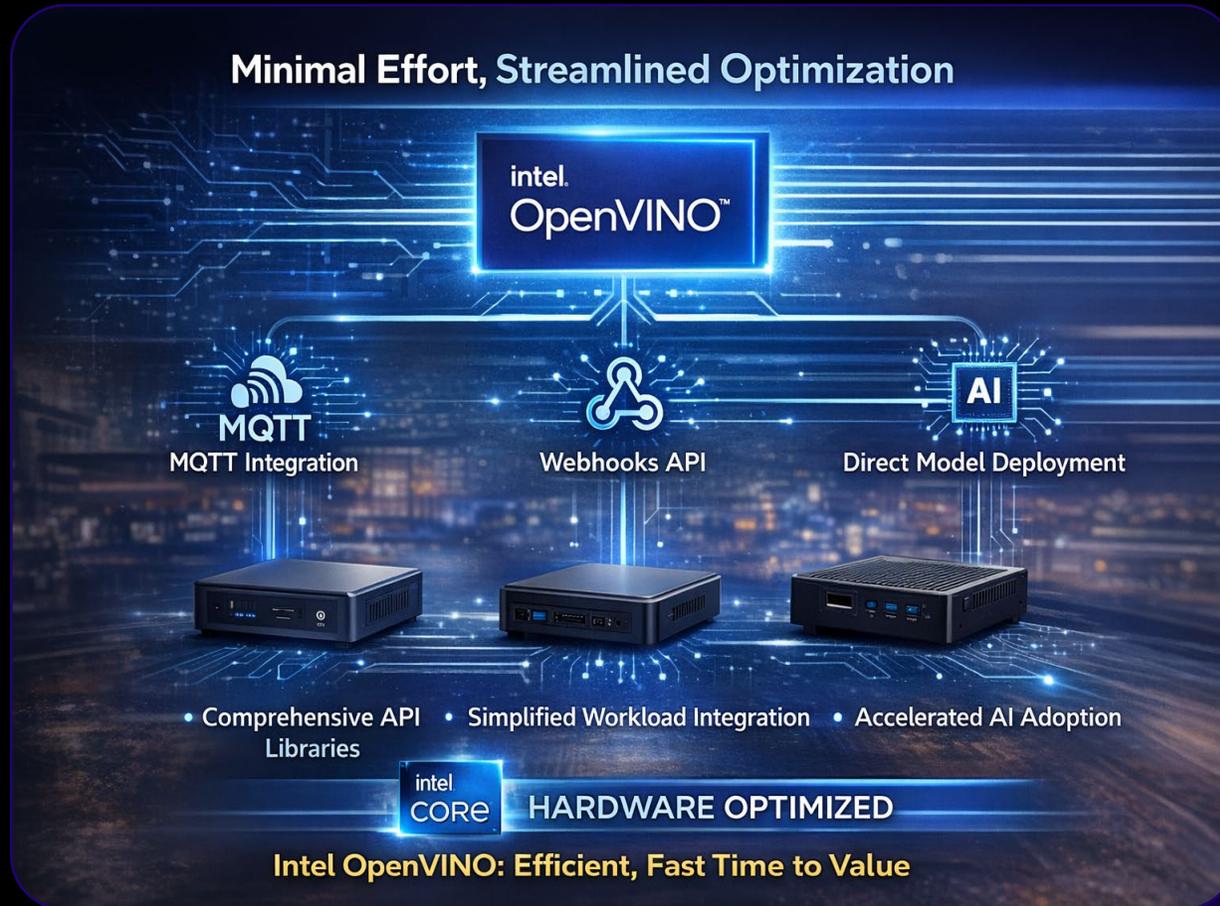
*AI on Existing Devices – No Hardware Replacement Needed*



## Why Choose Intel Architecture

- Proven reliability across virtually every compute-based industry
- Most reliable, scalable, and well-supported platform in the market
- Strong future-forward approach with evolving architecture
- Enables edge compute and AI without constant hardware refresh
- Unlocks future value on existing footprint

# Conversion Process



## AI Integration Experience

- Relatively minimal effort required on our side for AI integration
- Most work involved adapting to new integration options; MQTT, web-hook triggers, chipset-level deployment
- Streamlined APIs and tooling from Intel remove typical AI workload complexity
- Significantly reduces effort and time to value vs traditional bare-metal integrations
- Intel enables ISVs to quickly adopt and optimize without added friction



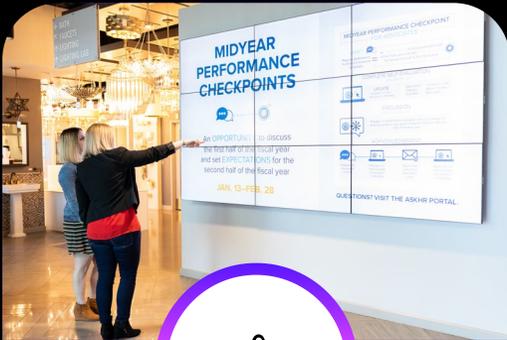
# Verticals, Use Cases, & Customer Examples

# Tenured & Global Enterprise Customer Base

Financial/ Business Services	Manufacturing	Hospitality & Entertainment	Government, Utilities & Transportation	Education	Healthcare/ Life Sciences
   	   	   	   	   	   

**Note:** Industries not exhaustive of entire Poppulo customer and ARR base, not inclusive of REACH

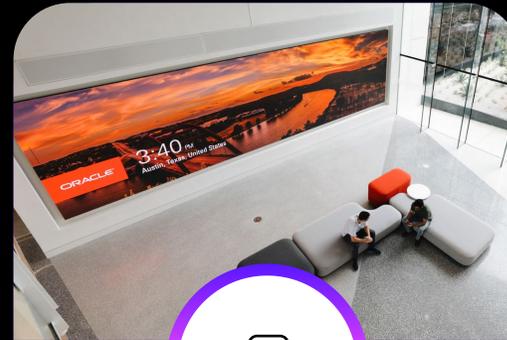
# Digital Signage That Adapts To Your Every Need



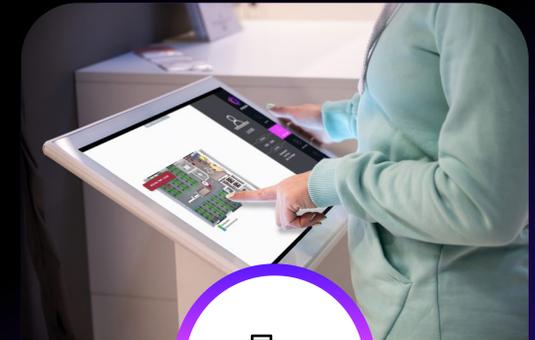
Brand & Customer Experience



Performance Management



Employee Communications



Facilities Management

# Unlock Value for Your Entire Enterprise

## Communications & HR

- More effectively reach your entire workforce from office to frontline
- Enterprise governance to enable a network of content contributors across the org
- Targeted content reduces noise and increases relevancy and retention



## Marketing & Brand

- Unified brand experience across regions and locations, strengthening brand recognition
- Real-time content flexibility & agility boosts engagement and ROI
- Targeting to deliver the right message at the right time



## Operations & Site Leaders

- KPI and production screens to increase production quality and yield
- Safety and emergency messaging to reduce incidents
- Local content with automated translations to engage employees with relevant content in their native language without translation overhead



## Information Technology

- Enterprise grade, scalable solution with strong security (SOC-2 Type 2, ISO 27001)
- Use case extensibility and scalability
- Centralized management to support large, global footprints

## Facilities & Real Estate

- IoT integrations support monitoring temperature and air quality, ensuring a comfortable space
- Immediately deploy emergency messaging, improving emergency response times
- Wayfinding simplifies navigation for hybrid employees and visitors



# Poppulo Digital Signage—Target Markets & Use Cases

## Target Audience

Poppulo serves organizations across all industries that need to communicate effectively with employees, customers, and visitors. Their solutions are designed for businesses and deliver dynamic, real-time messaging in physical spaces.

## Industry Coverage

Corporate & Enterprise

Healthcare

Retail & Hospitality

Education

Manufacturing & Industrial

Transportation & Public Spaces

## Target Audience

### Employee Communications

Internal Message for corporate offices, manufacturing floors, and distributed teams.

### Customer Experience

Retail, hospitality, and service environments where brand engagement and promotions matter.

### Facilities Management

Meeting room management, Directories, Wayfinding, Virtual Concierge, Emergency Messaging.

## Strategic Pillars

### 1. Brand & Customer Experience

Elevating brand presence and customer engagement through visual communications.

### 2. Performance Management

Real-time visibility into goals and metrics for operational excellence.

### 3. Facilities Management

Enhancing safety, navigation, and visitor experience in physical environments.

# Business Model



## Core Platform

- Cloud CMS with per-device licensing
- Predictable, high-margin recurring revenue
- Hardware-agnostic approach

## Value Drivers

- Integrations unlock trapped data from workplace tools and BI platforms
- AI reduces time-to-value with prompt-based design
- Partners extend platform capabilities

## The Result

A scalable, high-margin platform that grows through software, devices, data, and ecosystem—not hardware ownership

# Global Deployment Success

**Proven Digital Signage at Enterprise Scale**  
— Poppulo (formerly Four Winds Interactive) —

Over two decades of enterprise-scale digital signage deployments—  
building on the legacy of Four Winds Interactive

**Retail**      **Transportation**      **Corporate**      **Hospitality**

✓ **20+ Years** of Experience      🖥️ **600k+** Screens Deployed      🏢 Fortune 100 Clients      🌐 Global Reliability & Security      🌐 Flexible, Scalable Platform

"Poppulo isn't new to digital signage—we're building on a legacy proven in the world's most demanding environments."

## A Proven Enterprise Foundation

- Built on 20+ years of enterprise-grade digital signage deployments originating with Four Winds Interactive
- Trusted in large, complex environments where uptime, governance, and scale are mission-critical
- Deployed across airports, global HQs, retail chains, hospitality, healthcare, and manufacturing
- Designed to support thousands of screens with localized, real-time content delivery

## Why Poppulo Delivers at Scale

- Enterprise-first architecture built for governance, security, and operational control
- Flexible deployment models across cloud, on-prem, and hybrid environments
- Deep data integrations powering live, contextual, and automated content
- Hardware-agnostic players supporting Windows, Android, web, and purpose-built devices
- A modern, cloud-enabled platform built on a battle-tested foundation

# But Don't Just Take Our Word For It



**"Poppulo is committed to helping you get the most out of your digital display screens"**

Poppulo offers so many additional resources that allow you to think creatively when managing display screens. Their software is easy to use, and their customer support makes it easy to learn new skills."

G2 User, Higher Education

**"Great customer service and reliable products"**

Poppulo's interface is very user-friendly, and the support team is second to none. It's very easy to setup captivating digital displays and if I ever need help, I can reach out to their support team who will answer in a timely manner. This makes it so I can have different team members upload content without having to go through me."

G2 User, Hospitality



# Case Study: Daimler Truck

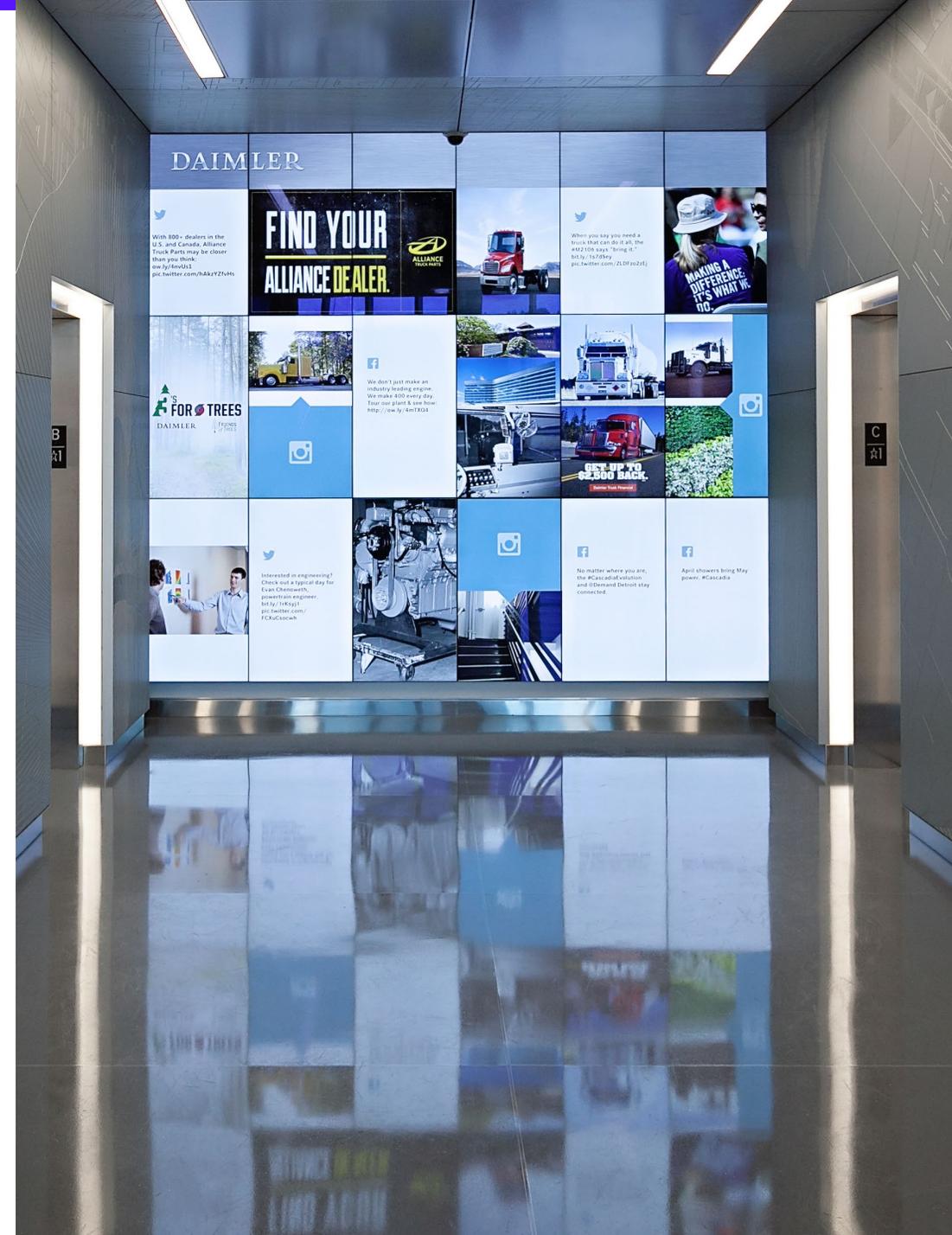
One of the world's largest commercial vehicle manufacturers with over 40 production sites and more than 100,000 employees

## Goals

- Deliver an impactful visitor experience
- Create a space capable of attracting top talent
- Provide employees and visitors with intuitive wayfinding and directory stations

## Results

- Installed a 59-screen, 110-foot video wall to showcase their company's history and a timeline of product innovations
- 10 screens were also dedicated to employee communication
- Interactive wayfinding applications on each floor help employees navigate the 268,000 sq ft building



# Case Study: Choctaw Casinos & Resorts

To ensure its gaming floors, conference centers, hotels, and other locations exceed guest expectations, Choctaw Casinos & Resorts has utilized digital signage from Poppulo for over 5 years, managing 350+ signs across its portfolio.

## Goals

- Improve wayfinding and overall guest experience with intuitive digital signage
- Drive more revenue from concerts and events via more immersive promotions and personalization opportunities
- Simplify digital signage management across its portfolio, enabling a more seamless guest experience, but also streamlining the entire content management process

## Results

- Implemented new wayfinders, significantly improving guest navigation and satisfaction with high adoption rates
- Increased ticket sales by 25% for underselling events and enabled screen takeovers for conventions, attracting high-end corporate events
- Poppulo's platform enables the casino to easily manage 350+ signs across 23 locations



# Case Study: Norwegian Cruise Line

Norwegian Cruise Line (NCL) has revolutionized its onboard communication and guest experience through an innovative digital signage implementation across its fleet of 20 ships.

## Goals

- Enhance guest experience by providing wayfinding, booking services, real-time info, and multilingual comms across the fleet
- Streamline operations by reducing staff workload through centralized content management and automated deployment
- Drive revenue and brand consistency through targeted promotions, advertisements, and standardized signage across all ships

## Results

- Guests interacted with screens over 6.3 million times in six months, with 40% of onboard reservations made via signage
- NCL achieved a 75% reduction in time spent on fleet-wide template updates
- Cloud-based content management ensured accurate, up-to-date information across all ships, maintaining brand integrity and simplifying content deployment across the fleet





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