



intel<sup>®</sup> + meldCX<sup>®</sup>

# Capturing Real-World Analytics With Ethical AI



**JOY CHUA**

EVP of Strategy & Operations, meldCX

[joy@meldcx.com](mailto:joy@meldcx.com)

[linkedin.com/in/joychua](https://www.linkedin.com/in/joychua)

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We teach machines  
to see like humans.

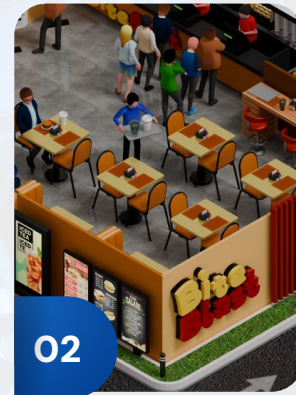
One platform  
powers multiple  
revenue lines.



01

#### Advertising

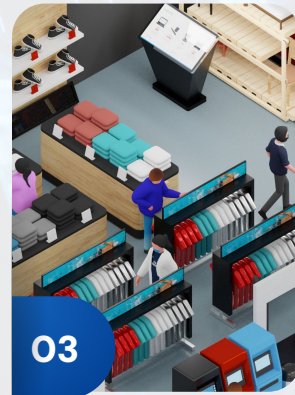
audience, impact, and real-time  
relevancy.



02

#### QSR

speed of service, prep accuracy,  
kitchen orchestration.



03

#### Retail

customer journeys, zone  
engagement, conversion drivers.



04

#### Smart City

traffic flow optimization, license  
intelligence.



05

#### Manufacturing

quality validation, predictive  
operations.

*Tracking Patterns  
That Matter.*

viana™  
a meld cx product



# ANONYMOUS RE-IDENTIFICATION

We do not track PII (personal identifiable information).  
Instead, we use physical characteristics such as apparel and accessories.



**ID # A392KJ-002**

**Female Young Adult**  
Age range: 16-30 y.o.  
Height: 1.7 m  
Apparel: **Blazer, Slacks, Pumps**  
Accessories: **Watch, Bag, Phone**

Average Mood: **Happy** 😊  
Average Attention: **56s**  
Average Visit: **23m 18s**  
Average Spend: **\$108.50**

IMPRESSIONS	INTERACTIONS	PURCHASES
41	18	3

### ZONES

POS Counter	3 mins
Checkout Lane	10 min 46s
Aisle 8C /Cosmetics	8 min 23s
Aisle 9A /Body	9 min 30s
Aisle 3A/Face	9 min 30s
Aisle 9B /Cosmetics	9 min 30s

## NO NEED FOR FACIAL RECOGNITION

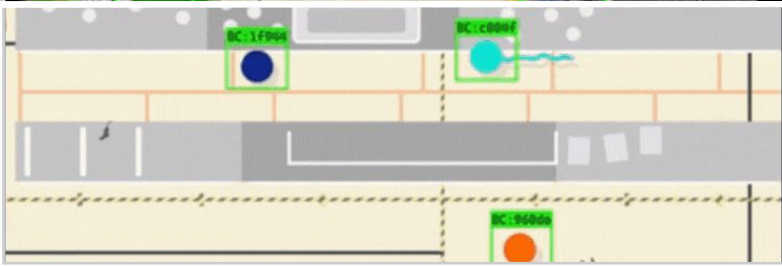
# Your data journey starts here.

## Build-your-own solution with stackable AI modules based on Intel technology.



# JOURNEY TRACKING: From Dots to Insights

## ANONYMOUS DETECTION AND RE-IDENTIFICATION



Sample clip to illustrate how one dot can track anonymized individual's movements and workstation utilization over time from the moment they enter the FOV and reaches a zone until they exit.

Note: A new ID will be assigned whenever a partner exits and re-enters the FOV

Each person or object is assigned a unique ID. A "dot" or data point is projected at the individual's feet, representing their approximate location.

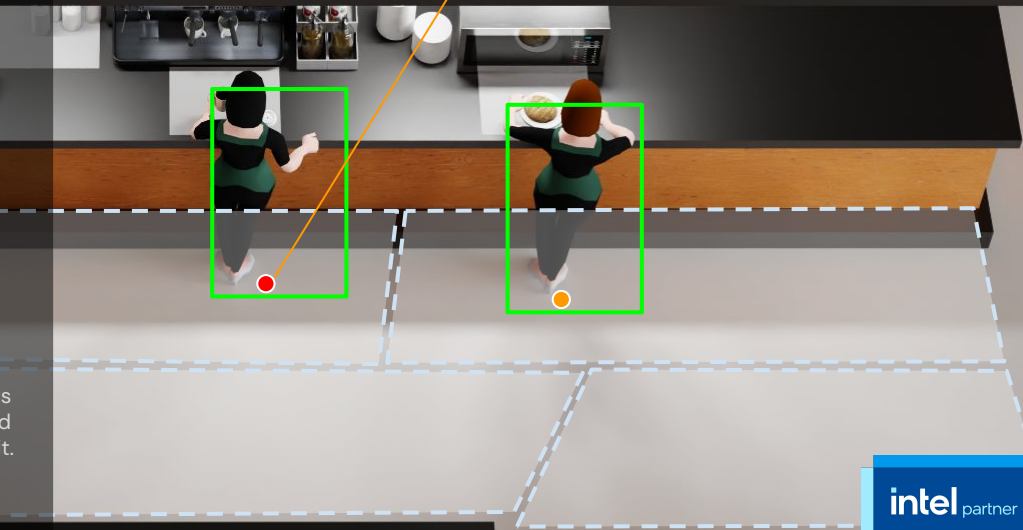
When this dot enters a designated zone, it indicates that the zone is occupied by the corresponding person or object. Multiple individuals can simultaneously occupy a zone, each with their own unique dot and ID, and tracks as it moves between zones.

Item	Count	Value
Item 1	100	1000
Item 2	200	2000
Item 3	300	3000
Item 4	400	4000
Item 5	500	5000
Item 6	600	6000
Item 7	700	7000
Item 8	800	8000
Item 9	900	9000
Item 10	1000	10000

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# Anonymous Audience Measurement





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ROLLOUT: MULTI-LOCATION VISITOR ANALYTICS



TOP MOOD  
😊 Neutral

AUDIENCE SPLIT

 <b>76.74 %</b> Appears to be Male	 <b>23.26 %</b> Appears to be Female
 Supermarket Main Exit ☐ Monday at 8AM-9AM	 Supermarket Main Exit ☐ Monday at 9AM-10AM

BEST TIME  
**11AM-12PM**  
Every Wednesday

**911**  
LIKELIHOOD TO SEE (LTS)




AVG DWELL TIME  
**1m 26s**

**384**  
WATCHERS

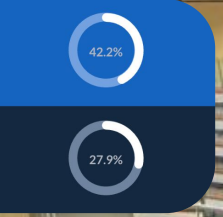


AVG ATTENTION TIME  
**24s**

**384 / 911**  
CONVERSION RATIO



ATTRACTION RATIO  
**27.9 %** 24s / 1m 26s



# BANKING ANALYTICS: Campaign Insights

## AUDIENCE MEASUREMENT AND CONTENT EFFECTIVENESS

### AUDIENCE PARAMETERS



AGE GROUP

Adult

GENDER

Female



DISTANCE

more than  
2 m

DISTANCE

less than  
5 m

or



AGE GROUP

Senior

GENDER

Female



DWELL TIME

more than  
2 seconds

### CONTENT TO PLAY



PREPARE CAMPAIGN

Duration: 0:30s

Animation



MANAGE YOUR DEBT

Duration: 0:15s

Animation

VIEWS	GLANCES	VIEWS	VIEW THROUGHS
1,100	2,616	856	657

CONTENT APPEAL

78%

CONTENT EFFECTIVENESS

45%

TOP PERSONA

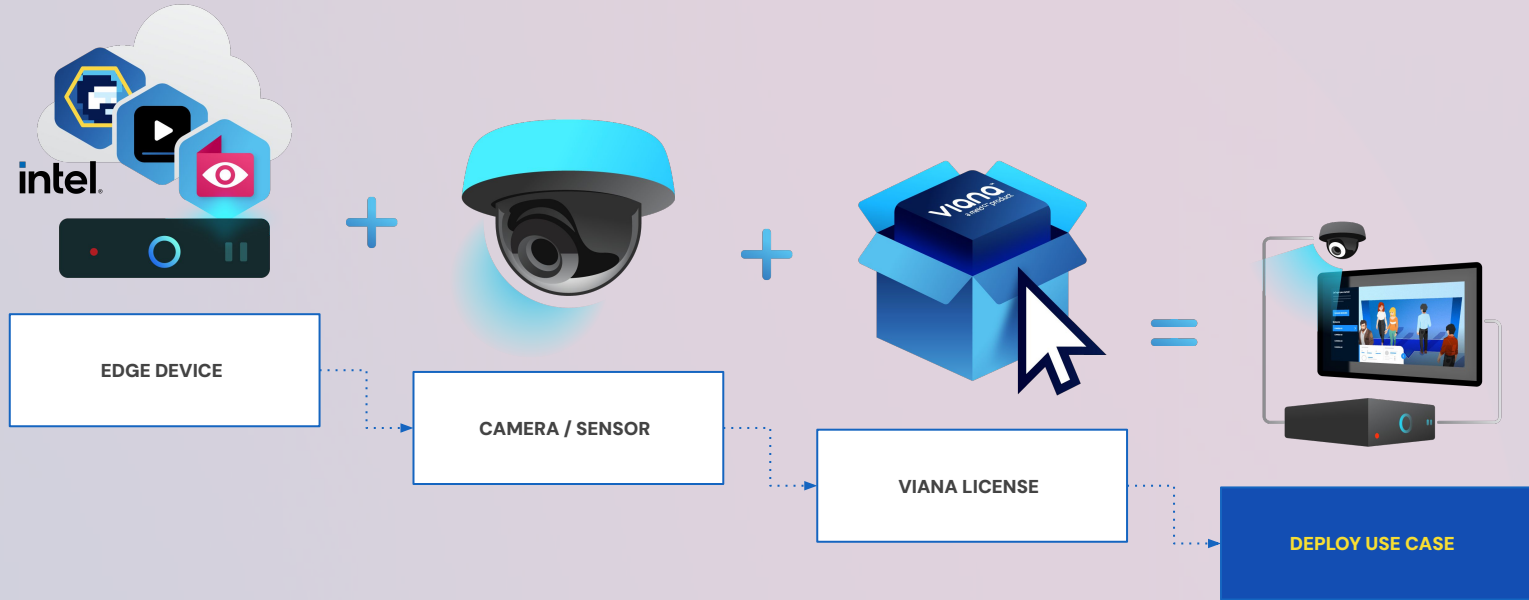


FEMALE ADULT  
HAPPY



# meldCX + Intel:

## Delivering innovative solutions at the Intel edge.





# Thank you.

Visit [meldcx.com/viana](https://meldcx.com/viana) or reach out to us at  
[robin@meldcx.com](mailto:robin@meldcx.com) for more information.

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