

***A Master Class:***

meldCX<sup>®</sup> × intel ai

# ***Why Traditional Kiosk Deployments Fail at Scale***

Clinton Capuzzi



CTO & Co-Founder  
meldCX

Mike DeMarco



VP Sales  
meldCX

Kathy Crumley



Global Solutions Manager, Kiosks  
Intel

# “The hardest thing is to make something simple.”



**25+ years building and scaling solutions**

From early stage to enterprise scale



**Hospitality, retail and digital transformation**

Deep experience in complex environments



**Lived through thousands of deployments**

Seen many successful and not so successful deployments



**Clinton Capuzzi**  
CTO & Co-Founder  
[clinton@meldcx.com](mailto:clinton@meldcx.com)

# Why now feels different.



**15+ years in  
kiosks and self-service**

Seen what works...  
and what quietly breaks



**Across OEMs, platforms,  
enterprise rollouts**

Been inside the complexity,  
not just around it



**Joined meldCX  
for a reason**

To help teams scale  
without falling apart



**Mike DeMarco**  
VP of Sales, meldCX Core  
[mike@meldcx.com](mailto:mike@meldcx.com)

Saw the shift from:

**Hardware → Software → Now: Intelligent Infrastructure**

# meldCX is One Intelligent Ecosystem

Two powerful products, one unified ecosystem.



## meldCX Core

An enterprise platform that allows organizations to deploy, maintain and self heal through **autonomous device intelligence**.



AUTONOMOUS  
DEVICES



DEVICE  
AUTOMATION



DEVICE  
SELF-HEALING

# meldCX<sup>®</sup>

## ONE INTELLIGENT ECOSYSTEM

Designed for real-world  
deployment at scale

## viana<sup>™</sup>

a meldCX product

A modular vision based software solution that delivers out of the box **AI and machine vision technologies** in physical spaces.



VISION  
BASED AI



INSIGHTS &  
ANALYTICS



EDGE  
ORCHESTRATION

# Our Presence

## Australian HQ

Founded in Australia, with a background and expertise in hardware manufacturing.

## North America

Core strategic market with growing sales, partnerships, and operational presence for enterprise customers.

## Offices Across Asia

Strong technology and engineering presence supporting innovation and deployments in the region.



# Trusted Enterprise Partners



intel

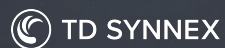


Lenovo

ASUS

PYRAMID

ADVANTECH



EMBROSS



OPTUS



ēlo



verizon



GARDAWORLD



Legacy devices.  
Different tools.  
Multiple OS.

meldCX Core is the  
one platform  
that speaks  
every language.



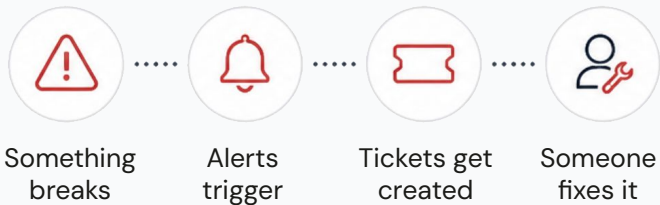
SUPPORTS:





# Kiosks Work... Until They Scale

The problem isn't the hardware.  
It's how we manage it.

Most deployments today are reactive:



## At scale...

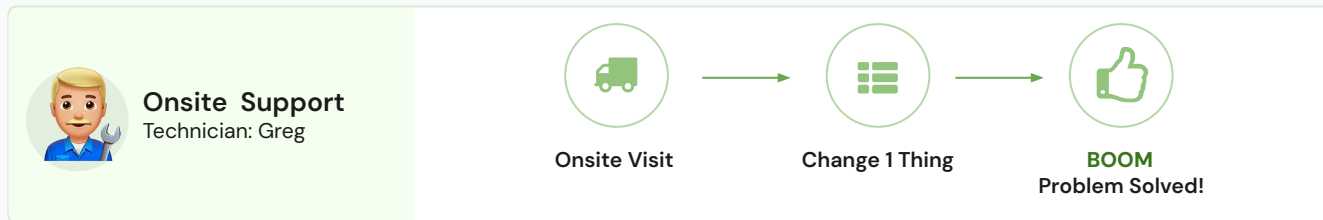
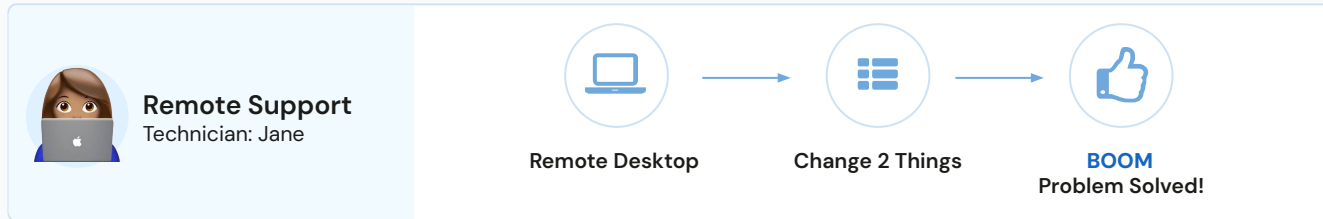
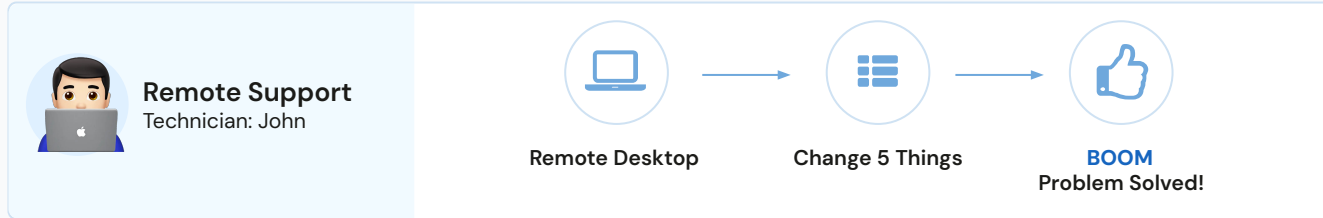
-  Rising costs
-  Constant downtime
-  Operational fragmentation
-  Heavy reliance on human intervention



The industry hasn't solved **manageability at scale**.

# Support Today:

Temporary fix, but creates future debt.



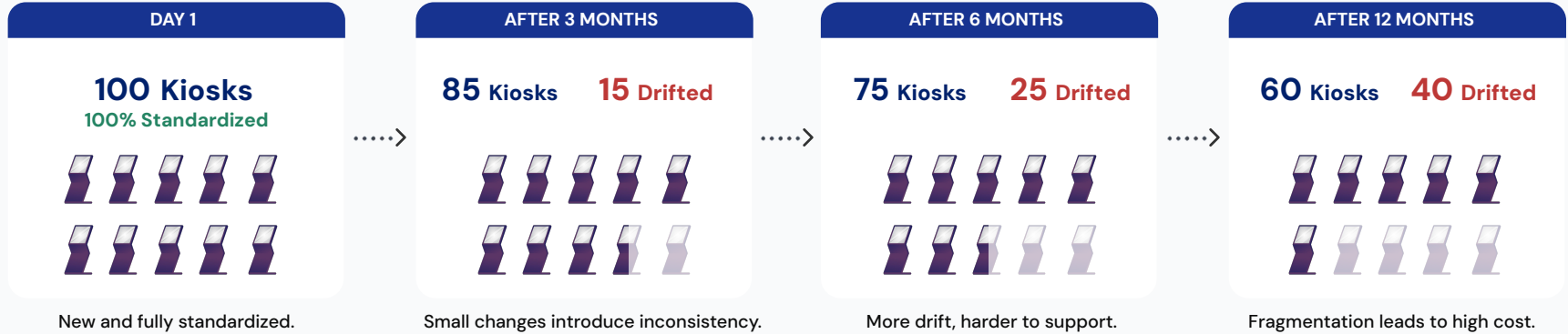
- Manual, repetitive steps
- High risk of human error
- Temporary fixes
- Creates future support debt



- High travel cost
- Long resolution time
- Disrupts operations

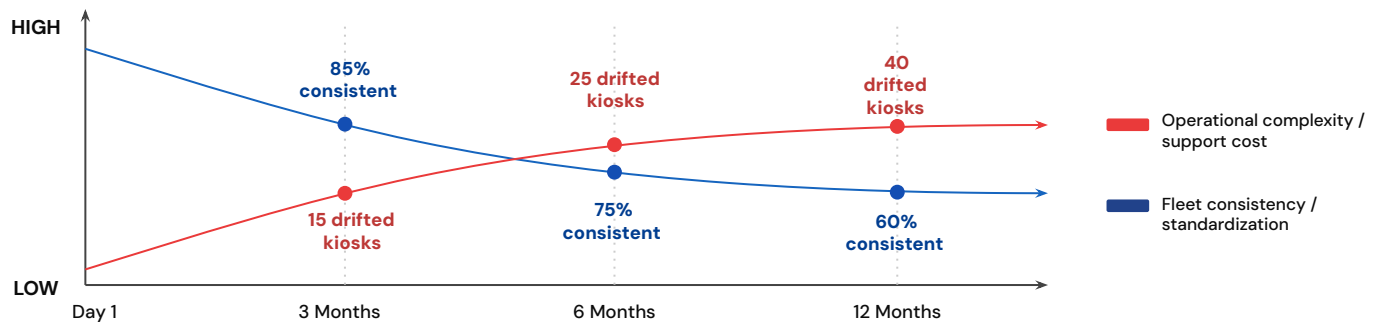
# Device Fragmentation: Entropy

The more fragmentation, the higher the cost.



## The hidden cost of Entropy

As time passes, operational complexity and support costs rise exponentially while consistency and control decline.



# The Kiosk Industry Today...

1

## Kiosks are built as hardware and managed as afterthoughts.

- Intelligence is layered on after manufacturing
- Power, peripherals, and software operate in silos
- No unified control architecture

**This creates long-term operational friction.**

2

## Operational complexity shows up over time.

- Overheating / power inefficiencies
- Excess wiring & inconsistent builds
- Peripheral failures requires truck rolls
- “No fault found” returns
- Limited remote recovery capability

**This becomes a lifetime of support burden.**

3

## Manufacturers are under pressure to:

- Reduce warranty costs
- Improve uptime SLAs
- Innovate manufacturing
- Differentiate beyond “just metal”
- Deliver fleet performance at scale

**Traditional kiosk architecture was not designed for this.**

# A New Operating Model

To scale, we need to automate.

FROM



Reactive support



Manual intervention



Linear scaling of cost



TO



Autonomous operations



Self-healing systems



Real-time control



Support doesn't scale, **autonomy does.**



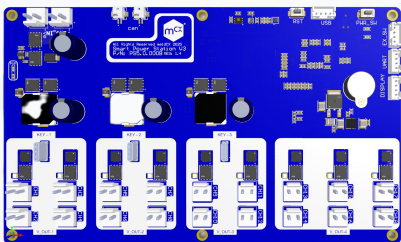
Predictive issue detection



Automated recovery



Reduced human dependency

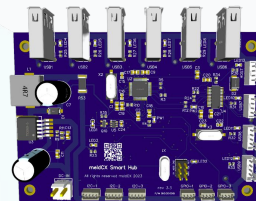


Smart Power Station

- ✓ Centralized Power Control
- ✓ Sensors
- ✓ Cloud Connected

# Smart Boards

A standardized intelligence layer across kiosk models reducing integration complexity while enabling fine grained control and cloud-connected automation



Smart Hub

- ✓ Centralized USB Control
- ✓ Sensors
- ✓ Switches
- ✓ Cloud Connected

# Why embed meldCX Smart Boards:

## Premium Differentiation

- OEM sells intelligent, self-managing kiosks
- Moves from hardware supplier to technology partner

## Longer Component Life

- Cleaner power management reduces wear on PCs and peripheral
- Fewer overheating issues
- Fewer premature failures

## Enables Smaller, Cleaner Designs

- Reduces internal wiring clutter
- Consolidates control hardware
- Allows tighter, more efficient layout

## Faster & Simpler Manufacturing

- Standardized internal architecture
- Less wiring variability
- Easier assembly and QA

## Fewer Parts to Manage

- Replaces multiple small control boards with one intelligent layer
- Simplifies internal architecture
- Reduces SKU complexity across models

## Less Heat Inside the Kiosk

- Smarter power control reduces unnecessary energy draw
- Lower internal heat stress on components
- Better performance in sealed or high-traffic environments

## Fewer Service Calls

- Self-heals common device failures
- Reduces truck rolls
- Improves uptime without technician intervention

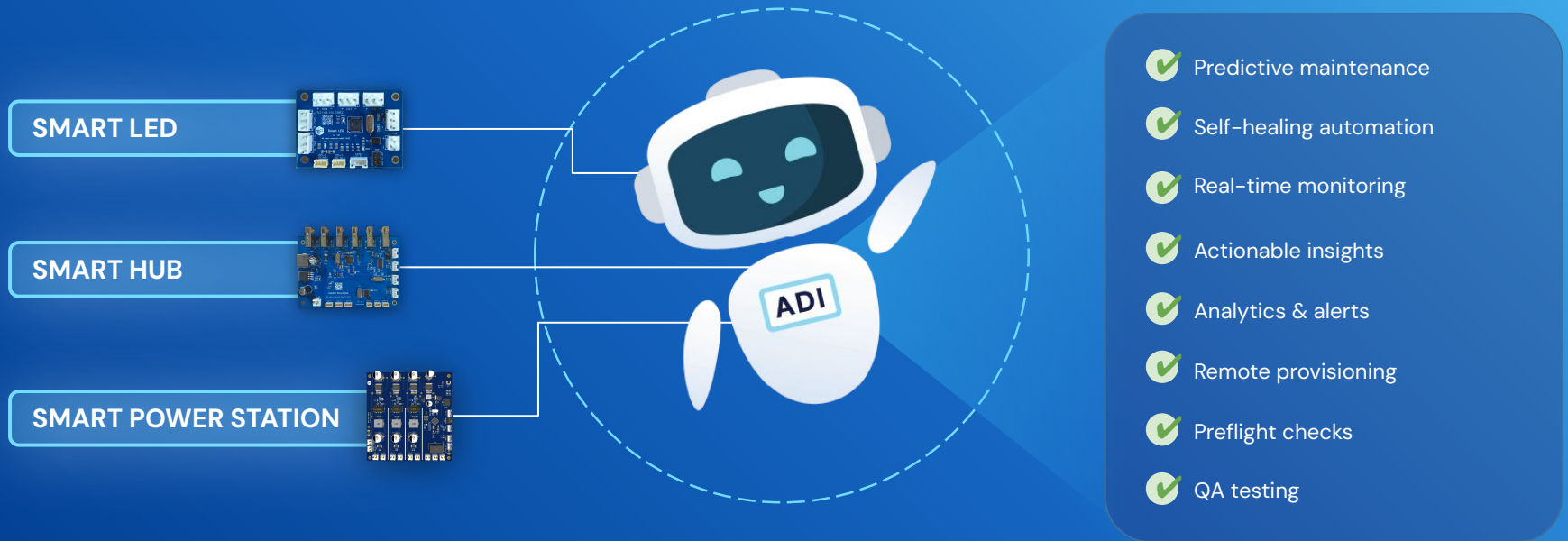
## Lower Warranty & Support Costs

- Fewer “no fault found” returns
- Fewer emergency part swaps
- Less field coordination



# Autonomous Device Intelligence is the future of intelligence inside your solution.

It understands how your devices behave, detect anomalies, and take actions automatically.



# Advanced Manageability



Moving management from the software layer to the silicon layer

## Impact:

- ✓ Simple vPro Enrolment
- ✓ Higher uptime
- ✓ Total Control
- ✓ Low Level Self Healing



Making Intel vPro consumable by the channel

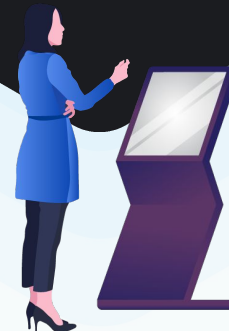
**Enrollment**  
Auto Enrollment by  
meldCX.

**vPro Actions**  
vPro capabilities  
through a single  
interface.

## meldCX Core & Intel

Combining the power of  
Intel vPro with the meldCX  
Core Ecosystem

**Managed Cloud**  
Fully managed AMT  
Cloud environment  
with zero setup.





## CORE Actions

Trusted, **self-contained operational packages** that can be executed locally or remotely on a device.

Each Action performs a specific task, but when combined they enable **powerful automated workflows** and **autonomous device recovery**.

### ⚡ CORE Actions (294)

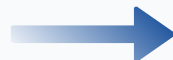
☰ Apps (36) >

⚙️ Peripherals (65) >

📦 OS (108) >

☁️ Intel VPro (37) >

🔧 Smart Boards (48) >





## CORE ADI (Autonomous Device Intelligence)

CORE ADI (Autonomous Device Intelligence) continuously monitors **Signals** that provide visibility into device state and behavior.

Ⓢ Signals



⚠ Alerts



Automations



Actions



When **Signals** indicate conditions outside expected parameters, **Alerts** are generated.

These alerts can trigger **Automations**, which orchestrate one or more **Actions** to diagnose issues, apply remediation steps, and restore normal device operation.





# Control Every Device Without the Overhead.

intel  
vPRO

Powered by capabilities from Intel  
vPro, now achievable at scale





## THE REALITY TODAY

### Too much **effort** No granular **control**

-  Limited visibility into what's really happening
-  Too many tools that don't talk to each other
-  Issues require onsite visits
-  Devices go offline and stay offline





## WITH MELDCX & INTEL

### Full control with less effort Better outcomes

-  You can see and control every device, anywhere
-  Issues get resolved without sending someone onsite
-  Devices recover before users notice
-  Spend less time reacting, and more time improving

## WHAT THIS MEANS FOR YOU

### Intelligent operations Accelerated scale

-  Faster rollouts across all locations
-  Less downtime, happier customers
-  Fewer truck rolls and onsite visits
-  Lower operational costs across your fleet



Get full control of your fleet **without the operational burden**

# Built for the entire ecosystem

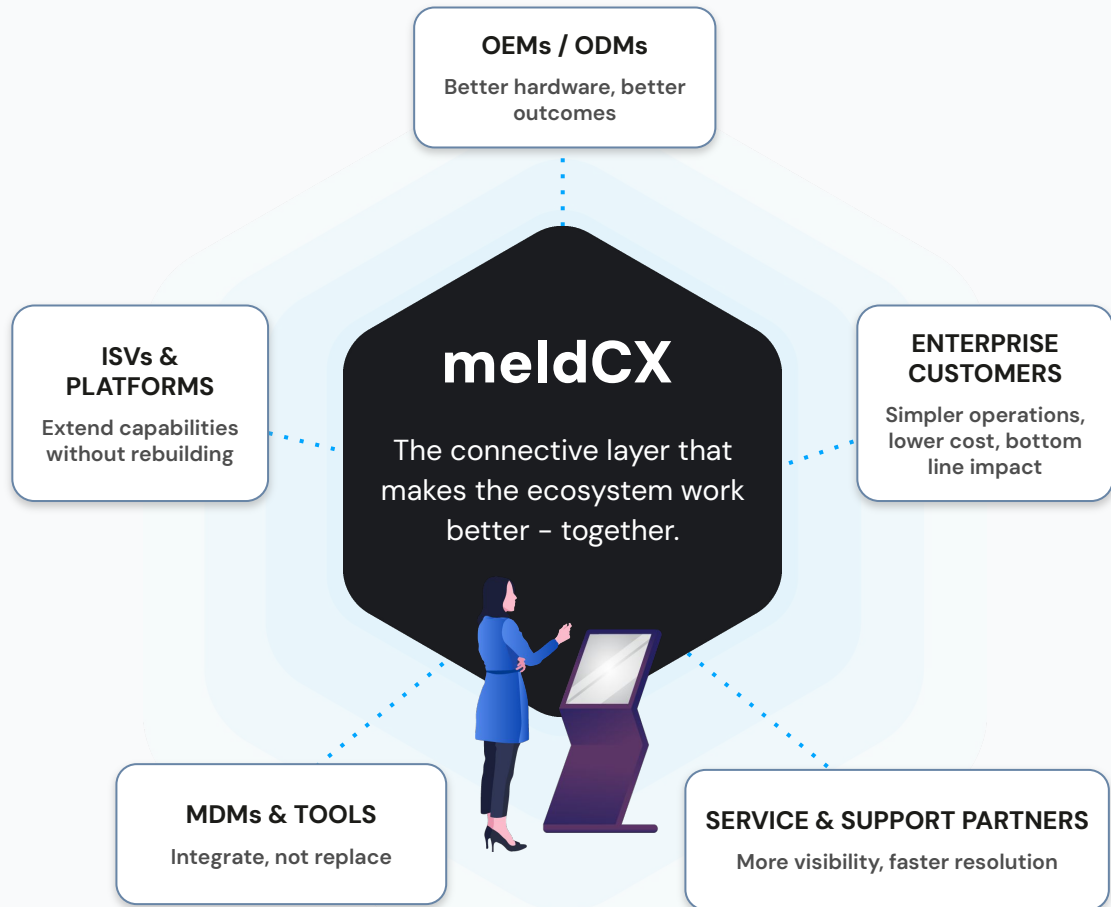
meldCX is not a competitor,  
we are a force multiplier.

## Impact:

- ✓ Lower operational cost
- ✓ Higher uptime
- ✓ Faster scalability



We innovate the stack  
**without** breaking it.



# See what this looks like in your environment.

meld<sup>CX</sup> intel ai

Let's explore it together:



Book a 30-minute working session



Identify immediate opportunities  
to reduce cost & complexity



Schedule a session  
with the meldCX team

meldCX® intel ai

# Thank you.

Visit [meldcx.com](https://meldcx.com)

Or reach out to us at [sales@meldcx.com](mailto:sales@meldcx.com)



Schedule a session  
with the meldCX team