

# Customer Experience Kiosk Advanced Retail Applications

## HP

HP inc

Europe and South Africa

HP Inc, is a world leader in the manufacture and sale of personal computers and printing solutions. A Fortune 500 company with a global footprint.

## The Challenge

- HP desired a single platform to manage all digital point of sale and signage material across various continents, and able to deliver in multiple languages
- The ability to deliver bespoke interactive content with full reporting around engagement with displays
- The necessity to gain rich data insights into audience engagement

## The Solution

- Central management across a multi-continent deployment with remote locations needing no more than an internet connection
- Delivers data around the customer journey for interactive content
- StratosMedia's anonymous gender and age analytics provides data on the count and dwell time of audience for review
- Provides the ability to manage multilingual messaging with ease
- Kiosk customization ensures specific customer experience objectives are delivered

## The Platform

### Featured functionality

- Reporting
- Anonymous gender and age analytics
- Cross-device playback control
- Interactive content

### Platform Components

- StratosMedia Core, Digital Signage Engine, Data Engine, Player Engine, Computer Vision, OPEN API, ML Engine, Visualisation Manager

### Hardware

- Chrome OS Media Players, Chromebase and Chromebase minis

