

## X2O Media's Xpresenter Integrates Intel AIM Suite

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At InfoComm, X2O Media will demo the integration of Intel's AIM Suite (Audience Impression Metrics) technology with its Xpresenter digital signage software.

Intel AIM Suite's audience measurement system allows Xpresenter users to analyze the audience and automatically adapt content in real time to target the viewer demographic. And tracking content effectiveness and ROI with greater accuracy.

For ad-based digital signage networks in applications including retail stores, airports, hotels, and more, X2O integration with Intel AIM Suite software utilizes anonymous video analytics technology to gather data on various characteristics of the viewing audience.

This data is sent to the Xpresenter Server, where it is used to select specific media appropriate for the current audience in real time, allowing for better media planning and targeted advertising, in addition to using scheduled playlist content. Intel AIM Suite also allows users to gauge the effectiveness of content by measuring how much time viewers spend looking at the displays.

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