

Baüne and Intel Transform Experiences with Immersive, Convenient Interactive Kiosks

Baüne, powered by Intel technology, has transformed the customer experience with a 5G-enabled intelligent kiosk that enables the next generation of touchless retail, providing safe and secure purchasing from any mobile device.



The Baüne smart kiosk solution is a versatile platform, designed from the ground up with application agnostic technology that incorporates the strictest privacy and compliance requirements for any market, including:

- Retail
- Healthcare
- Universities
- Municipalities
- Transportation

Discover visually immersive interactive kiosk solutions built on a foundation of trusted Intel technologies.

Solution Overview

In our post-Covid economy, there is a growing demand for products and services to be accessible where, when, and how customers want them. Next generation intelligent kiosks from Baüne offer an end-to-end digital marketplace with countless opportunities to deliver business value.

From healthcare to retail, food and beverage, transportation, and more—businesses benefit when they provide an interactive marketplace that digitizes and extends offerings and fulfillment capabilities.

6.9%
a CAGR increase from
2021 to 2028



The global interactive kiosk market size is expected to reach USD **45.32 billion** by year **2028**, according to a new study conducted by Grand View Research, Inc.

Connecting smart devices and sensors at the network's edge and applying advanced analytics helps retailers reduce or eliminate points of friction that negatively impact customer experience, sales, or operational efficiency.

Beyond extending and enabling transactions, Baüne intelligent kiosks are the ultimate media to acquire new customers. Data analytics capabilities collect data at the point of engagement, triggering targeted ads for the right audience at the right time. These premium impressions help businesses understand customer behaviors, delivering measurable, real-time business value to increase engagement.

The global smart advertising market size was valued at **USD 655.1 million** in **2018** and is expected to register a **CAGR of 19.4%** from **2019** to **2025**. That translates to **USD 782.2 million** by **2025**.

The Wi-Fi and 5G connectivity multi-hop, keeping businesses connected offering free connectivity to customers around the kiosk, enabling Wi-Fi as a marketing channel with one-to-many or many-to-many communications to further boost engagement beyond the kiosk.



Baüne smart kiosk platforms, powered by Intel technologies, helps businesses across many market segments increase their footprint, optimize productivity, and reinvent how customers buy what they sell.

technology capabilities scale to support the unique context, application demands and compliance requirements.

- Intel technology featured in Baüne solutions include:
- 8th Gen Intel® Core™ i7 Processors
 - Intel vPro® Platform Technology
 - Intel® Distribution of OpenVINO™ toolkit
 - Intel® 300 Series Desktop Chipsets
 - Mobile Intel® QM370 Chipset

Given the realities of a post-Covid 19 business climate, how can your product offerings accelerate real business value?

The pandemic brought into focus the importance of having an active online marketplace presence. However, the reality is that businesses cannot do so at the expense of their traditional offline outlets. That's where Baüne smart kiosk platforms provide a unique added value, offering a hybrid cyber-physical experience for seamless marketplace access at any time, from any location. As a result, our intelligent kiosks help businesses drive revenue and margin with opportunities to acquire new customers, improve engagement with existing customers, and reduce the cost of operations.

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What is the technology driving state-of-the-art innovation in smart kiosks at Baüne?

Our platforms are based on Intel® Core™ processors and incorporate other Intel technologies for remote management, security, AI-enabled vision, and more. As the first 24/7/365 retail-as-a-service (RaaS) cognitive Internet of Things (IoT) intelligent vending kiosk platform, Baüne smart kiosks improve customer engagement by capturing Non-Personally-Identifiable-Information from consumer habits and behaviors with smart, data-centric visualization tools.

How are Baüne smart kiosk platforms transforming experiences for consumers?

Increasingly connected and informed consumers are now digitally influenced across each touchpoint of their purchase journey, from the moment of inspiration to purchase validation. Therefore, it is imperative for businesses to complement traditional methods with new-age digital technologies to provide a seamless engagement experience for consumers.

How is your platform being applied in different industries?

Baüne smart kiosk platforms are an industry agnostic technology solution. In other words, our platform has the capability to adapt depending on the needs of the market segment it will support. Whether used for retail, healthcare, transportation, or life science—the IoT, data analytics, and AI

As an edge device, Baüne smart kiosk platforms are the first IoT intelligent vending kiosks that achieve parity with digital media, such as mobile, by allowing advertisement to be addressable, accountable, and attributable. With our customer-centric digital solution, it has never been easier to target the right audience triggered by geolocation, weather and demographic data insights, create premium impressions with relevant ads, and measure actual business outcomes based on those ads.



Addressable

Target the right audience triggered by data.



Accountable

Measuring the effectiveness of the advertisement.



Attributable

Raise your ad-value and measure real business outcomes based on the advertisement.



Privacy Compliant

PIPEDA (Canada), CCPA (California), GDPR (European Union) and HIPAA compliant.

Explain how Baüne Ecosystem enables connectivity at the edge and why that is so important for your customers.

As a registered telecom company, Baüne builds 4G/5G Wi-Fi multi-hop connectivity into our smart kiosk platforms. Users around the kiosks can access our Wi-Fi hotspot. At the same time, our connectivity capabilities enable retailers to have better real-time data analytics, while respecting the privacy and data security of our customers.

Our pioneering solution, incorporating edge computing capabilities for behavioral analytics, improves real-time intelligent service offerings. Businesses can run specific services to build in features empowered by data analytics with a high degree of reliability.

LIPK: Transforming Retail

LIPK, or learning intelligent public kiosks, offered by Baüne are interactive, connected, smart, and responsive. Featuring Intel® Core™ processors, they support dynamic visuals and touchscreens. Smart sensors, cameras, and accelerators enable even more capabilities and allow for LIPK to recognize products, respond to touchless gestures, or trigger alerts based on what's happening in the environment.

LIPK platforms enable a 24/7/365 connected digital marketplace built for any product, in any environment, to unlock retail innovation.

Incorporating LIPK helps retailers enhance the value of legacy systems with a minimal investment and low integration requirements. The payback timeframe can be measured in weeks, not months.



Centralized inventory management helps **direct customer engagement** to high value, available product offerings.



43 to 55 inches of industry disrupting, super-responsive touch screen **improves** the **customer experience**.



A **multi-tenancy** IoT vending kiosk allows **2** retailers to share the digital store.



A **mobile** application that acts as the front store of your retail, allows customers to **remotely interact** with your vending kiosk, **streamlining** sales.



Interactive and **targeted** ads enabled by vision sensor technology, computer vision, and emotion **tracking recognition** create premium impressions that matter to customers.

Discover NÜPA: A Smart Kiosk Built for the Healthcare System

The pandemic has been a catalyst for innovative healthcare solutions that keep operations moving efficiently while ensuring safety is a top priority. Baüne has developed a targeted healthcare solution called NÜPA that improves the healthcare experience for providers, pharmacies, and consumers. NÜPA is designed for contactless, frictionless dispensation of products and services specific to the healthcare system.

Intel machine learning and computer vision technologies enable NÜPA smart kiosks to tap into massive amounts of data connected for the first time by pervasive networks.

AI-driven point-of-care—such as patient monitoring, contactless dispensation of products at pharmacies, real-time patient reports, and timely communications—improves healthcare experiences for both consumers and staff. PPE monitoring capabilities ensure authorized personnel is following safety protocols, while privacy compliance for PIPEDA, CCPA, GDPR, and HIPAA can be managed through the smart kiosk software.

NÜPA intelligent kiosks accelerate healthcare services across many sectors of the industry including pharmacies, insurance, acute care settings, remote and rural points-of-care, retirement homes, and long-term care settings.

Conveniently located kiosks can deliver patient care and services easily and efficiently. NÜPA kiosks minimize time consuming travel for healthcare-related activities and reduce the need for immune-compromised or elderly patients to risk exposure at a clinic or pharmacy.

Summary

Investment in IoT technology innovation, like LIPK or NÜPA smart kiosks from Baüne, can help drive a digital transformation that will delight customers and bring a positive impact to the bottom line.

As customers are given more choice and control over their experience, they tend to be more inclined to make a purchase. Another benefit to smart, self-service kiosks is their ability to enhance the brick-and-mortar footprint of traditional businesses while expanding access to customers in new locations.

Benefits spanning across-selling opportunities based on customer data, streamlined inventory management, better resource management, built-in security features, and remote management capabilities make a compelling case for digital transformation starting with Baüne smart kiosk solutions powered by Intel.

Would you like to start your digital transformation with us? Click [here](#) to connect with us on Intel Solutions Marketplace or visit our [webpage](#) for more information.



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