

Make Physical Retail Media as Measurable as Digital

Broox AI Vision Platform

Broox AI Vision Platform helps retailers, brands, and digital signage providers make physical retail media as measurable as digital advertising. Running on Intel®-based edge devices, the platform uses real-time computer vision to analyze audience attention, dwell time, demographics, campaign performance, and product interactions, generating actionable insights without storing or transmitting raw video.

Built with OpenVINO™ Toolkit and optimized for Intel® Core™ Ultra processors, Broox delivers accurate audience analytics on low- and mid-range media players using standard cameras. Open APIs simplify CMS integration, helping organizations measure campaign ROI, personalize content in real time, and unlock new revenue opportunities from existing digital signage networks.



Key Intel-Enabled Features



Edge AI Analytics



Audience Insights



Real-Time Inference



Privacy-Safe AI

- [OpenVINO™ toolkit](#) accelerates audience analytics inference, enabling real-time insights on Intel-based media players.
- [Intel® Core™ Ultra processors](#) support low-latency vision workloads, helping deliver responsive content experiences.
- Intel's [Retail AI Suite](#) technologies help optimize audience analytics and content engagement workflows at the edge.
- Intel® architecture scales across existing signage infrastructure, reducing deployment cost and complexity.

By leveraging Intel® technologies, Broox AI Vision Platform helps retailers and brands transform digital signage into measurable media channels that drive accountability, personalization, and revenue growth.

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The Broox AI Vision Platform turns digital signage into a measurable media channel with real-time audience insights, personalization, and ROI reporting.

Ordering Guidance:

- [Contact Us](#)

Country/Geo: US/Canada; Latin America Region; Europe, Middle East, and Africa

Edge Verticals: Retail & Consumer

Edge Use Cases: Product Recognition; Shopper Behavior

Learn more:

- [Broox Technologies Website](#)