Intelligence is Your Edge
Powered by Intel

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meld CX®

Company Introduction

At meldCX®, we help businesses harness AI-powered machine vision solutions to transform industries — retail, banking, hospitality, healthcare, and more.

Our platform acts like digital Lego blocks, enabling organisations to integrate new technologies seamlessly for digital transformation, without costly infrastructure changes.

Headquartered in Melbourne, Australia, we have a global presence across North America, EMEA, and APJ, helping businesses worldwide unlock AI-driven insights and automation.

Company headquarters: Melbourne, Australia / https://www.meldcx.com

Viana ™ by meldCX® - AI-Powered Insights, No Code Required

Viana™ (short for Vision Analytics) is a computer vision platform that makes AI and machine learning accessible — without the need for data scientists or engineers. With NO-code execution, businesses can deploy AI quickly and cost-effectively.

Tap a variety of our ready-to-go AI modules, from People Counting, Zone Engagement, Signage Engagement Tracking, Traffic Management, and more.

Powered by Intel® technologies, Viana helps businesses:

- Gain real-time insights into customer behaviour
- Optimise physical spaces for better engagement
- Automate operations with AI-driven insights
- Create new revenue streams with data-backed strategies

At meldCX, privacy is built-in. Our solutions are independently certified by TrustArc for compliance with global privacy standards, including GDPR and ISO 27001. We capture only anonymous data, delivering valuable insights without collecting personally identifiable information (PII).