



Viana<sup>TM</sup> VisionAnalytics

accelerated by intel.

Drive conversion, increase revenue with data-driven insights

Viana™ by meldCX® leverages AI-powered vision analytics to capture anonymous audience and vehicle data, including age, gender, mood, dwell time, and car type, make, model, and color.

Powered by Intel® technologies, it processes video data at the edge, ensuring privacy, compliance, and actionable real-time insights. Businesses use Viana™ to enhance customer experiences, optimize operations, and improve business strategies. With ready-to-use applications like audience and traffic measurement, digital signage engagement, and more, Viana™ scales seamlessly — stitching multiple camera feeds to create a complete data story of your spaces.

Key Features



Multi-camera stitching



Near real-time analytics



Anonymous vision analytics



Intuitive data dashboard

We're currently at an exciting phase at Burnley FC. The data gathered from Viana have been eye-opening, providing us with actionable insights that we can utilize to strengthen our commitment to delivering an exceptional experience for our members and fanbase."

Mark Howorth Head of Retail and eCommerce at Burnley FC

## Intel Products and Technologies

- Intel® Distribution of OpenVINO™ toolkit
- Intel® Core™ processors
- Intel® AI and analytics solutions
- Intel® IoT technologies

## Vertical:

Retail Education Financial Services

## Use Case:

Consumer Commercial Security

# Country/Geo:

Worldwide North America

#### Learn more:

- https://www.meldcx.com/
- https://www.meldcx.com/p roducts/viana

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