



## Intel® Retail Solution Overview Shapedmedia



**Background:** Smart digital point-of-purchase (POP) sports boards deliver digital signage to a global audience in a unique form factor.

**Functional Capabilities:** Manage screens from anywhere, customized branding, dynamic content.

Shapedmedia's line of POP sports boards takes a unique and eye-catching approach to digital signage that resonates within the global and robust surfing, skateboarding, and snowboarding culture. The captivating, California-made boards can be powered by a range of solutions including Intel® NUC with Intel® Core™ i3 processor, Intel® NUC with Intel® Core™ i5 processor, and entry-level digital signage solutions from GIGABYTE built on the Intel® Reference Design for Digital Signage (EL-10). Running Intel® Retail Client Manager (Windows\*) or RevelDigital\* (Android\*) content management software (CMS), the digitally equipped surfboards, skateboards, and snowboards crafted by Shapedmedia allow brands to deliver and manage engaging, dynamic digital content from anywhere.

### Benefits

- Unique form factor
- Manage screens from anywhere
- Customized board design
- Easy maintenance

### What to Buy

#### High-end and mainstream

**Hardware:** The energy-efficient Intel® NUC is a fully functioning PC that delivers big performance in a small form factor. The Intel® NUC kit includes a highly customizable four-by-four-inch board that is ready to accept a variety of memory, hard drive, and operating system choices.

**CMS:** Intel® Retail Client Manager is the intelligent software solution that enables the delivery of digital content to every screen with greater impact, when and where it matters most.

#### Entry level

**Hardware:** GIGABYTE GB-TCV2\*, GB-KMA1\*, and GB-TCV1\* are built on the Intel® Reference Design for Digital Signage (EL-10), an entry-level, turnkey digital signage solution powered by the Intel® Atom™ processor E3815.

### Learn More

[www.shapedmedia.com](http://www.shapedmedia.com) | [www.intel.com/retailsolutions](http://www.intel.com/retailsolutions)