



# Intel® NUC Mini PCs Power End-to-End Digital Signage Solution for Retail and Telco

## SpinetiX relies on small, powerful Intel NUC Mini PCs to deliver compelling visual communication experiences



Digital signage is a proven way to increase brand awareness and capture customer interest by providing dynamic, eye-catching content. The key challenge to adoption across a range of verticals is that digital signage solutions can be difficult and expensive to design, manage, and secure.

SpinetiX and Intel are collaborating to deliver an integrated, easily manageable digital signage solution specifically designed for small and midsize businesses in retail, telecommunications, and other verticals. The end-to-end solution features SpinetiX™ ARYA™, a cloud-based digital signage application from SpinetiX; DSOS™, a SpinetiX operating system developed for Intel® architecture and validated across the Intel® NUC product line; and Intel® NUC Mini PCs that offer the small size, powerful performance, and manageability digital signage solutions require.

### Tight Spaces, Complex Demands

The complexity of building and deploying digital signage solutions has prohibited many small and midsize businesses from gaining the competitive advantages such solutions can bring.

Small and midsize businesses want comprehensive media platforms that are essentially plug-and-play—making it easy to install and then compose, customize, and present high-quality content. Ideally, the solutions should also function autonomously, without need for constant updates and other management, and they should integrate with both front-end and back-end systems like inventory and POS.

To power digital signage solutions, companies need exceptionally small, quiet PCs that offer business-level security and are powerful enough to render video streams, often in 4K. Remote management is also preferred, so businesses can reduce the costs and downtime associated with on-site IT visits.

### A Comprehensive Digital Signage Solution

For more than a decade, SpinetiX has delivered integrated, end-to-end digital signage solutions for industries and businesses worldwide. Its latest offering combines the SpinetiX ARYA cloud-based application, tailored to small and midsize businesses, with the SpinetiX digital signage operating system (DSOS), validated across the Intel NUC product line.

The comprehensive solution functions as a highly secure appliance, removing complexity and increasing reliability while enabling companies across industries to stream, manage, and customize data from nearly any source.



**SPINETIX™**  
N°1 IN DIGITAL SIGNAGE SOLUTIONS



## SpinetiX ARYA

SpinetiX ARYA is the cloud-based application, which is designed specifically for retail and other small businesses. The application is designed to accelerate content creation and maximize the value of digital signage applications, without requiring any technical skills to operate. The secure and transparent pairing mechanism enables screens to connect easily and quickly to the cloud.

## SpinetiX DSOS

DSOS is SpinetiX's highly secure, reliable, and robust operating system. It is dedicated to digital signage applications, and is validated across the Intel NUC product line.

Both SpinetiX ARYA and DSOS are continually and automatically kept up to date by SpinetiX. DSOS updates can be scheduled automatically or scheduled to occur at times convenient for a particular business, and SpinetiX ensures that the cloud-based application remains compatible with the DSOS installed on the Intel NUC.

## Intel NUC Mini PCs

Intel NUC Mini PCs and kits are compact computers—as small as 4x4 inches—available with a range of Intel® processors and the latest features such as Thunderbolt™ 3 ports. They are available at a variety of price points to meet different business needs, from small business to enterprise.

Many Intel NUC Mini PCs come with Intel vPro® technology for remote management and hardware-enhanced security. To help keep digital signage solutions running 24/7, the Intel vPro platform features Intel® Active Management Technology, which allows IT teams to remotely discover, repair, and help protect networked computing assets.

## Benefits for Retail and Telco Customers

The SpinetiX solution running on an Intel NUC can be deployed for a wide range of diverse business customers, including retail and telco.

### Helping retailers engage more customers

For small and midsize retailers, the digital signage solution provides a new, dynamic communication channel to better engage with customers. Designed for simplicity, the SpinetiX solution requires no learning curve to compose and schedule attractive, professional digital signage content in minutes. Step-by-step guidance allows businesses to create their own digital signage communications from their logos, images, videos, and brand visual style.

The solution can be used for a variety of retail purposes, including to:

- **Attract customers.** Displays can be used in shop windows and entrance areas to draw customers.
- **Advertise.** Displays in showrooms and windows can promote products, services, and sales.
- **Entertain.** Digital signage screens can be used to celebrate staff achievements and to provide dynamic experiences that keep customers in the store.

### Committed to Security

Enhanced security is integrated into Intel® hardware at the chip level, as well as in the SpinetiX DSOS layer. Intel is fully compliant with GDPR, and the Intel vPro® technology platform features hardware-enhanced security that includes an advanced encryption engine to help protect data in flight and at rest.

SpinetiX brings more than a decade of experience of meeting the most demanding security requirements to a range of customers, including those in defense and the public sector. SpinetiX™ ARYA™ customers benefit from the most advanced cloud security protocols to optimize reliability, improve service availability, and increase data protection and content delivery.



## About SpinetiX

At SpinetiX, we inspire businesses to unlock the potential of their story. We believe in the power of digital signage as a dynamic new storytelling platform to engage with people. For more than 10 years, we have been constantly innovating to deliver cutting-edge technology that helps our customers shine.

Engineered in Switzerland, our comprehensive suite of solutions empowers businesses to realize their full potential. Whether you're looking for a plug-and-play solution to bring your story to life or a fully customized solution to captivate your audience, SpinetiX can help you successfully grow your business.

### A new revenue stream for telco

The SpinetiX and Intel solution also creates new revenue streams for telco operators who can now offer digital signage as a service (DSaaS) to their business customers. The integrated Intel® hardware, the SpinetiX ARYA cloud-based application and DSOS simplifies provisioning and delivers secure performance.

The many benefits for telco businesses include:

- **Easy installation.** The network and SpinetiX solution can be set up quickly, with the optional support of installers. The Intel NUC Mini PC is preinstalled.
- **Remote management.** The Intel vPro technology platform, available with select Intel NUC Mini PCs and kits, provides remote management to help companies reduce the risks and costs of on-site intervention.
- **Easy content creation.** The SpinetiX ARYA cloud-based application makes it easy for users to create and edit digital content anytime, anywhere.
- **Worry-free maintenance.** SpinetiX ARYA and DSOS work together, so both are up-to-date, with no need for manual updates.

### The Future of Digital Signage

SpinetiX and Intel offer a reliable, flexible foundation for the present and future of digital signage. By integrating hardware, software, services, and support—powered by Intel architecture—in smart digital signage solutions, SpinetiX is enabling modern use cases for retail, telco, and other small and midsize businesses. These businesses will be well-positioned to provide dynamic content that increases brand awareness and customer engagement for years to come.



For more information about SpinetiX, please visit [spinetix.com](https://spinetix.com) or contact us at [sales@spinetix.com](mailto:sales@spinetix.com).

For more information on the benefits of Intel NUC Mini PCs for small and midsize businesses, visit [intel.com/nucforbusiness](https://intel.com/nucforbusiness).

