



BoldVu[®] Smart Point

Connecting fans, brands, and venues with the power of IoT.



BoldVu® Smart Point

A brilliant display and so much more.



Bringing the IoT to life.

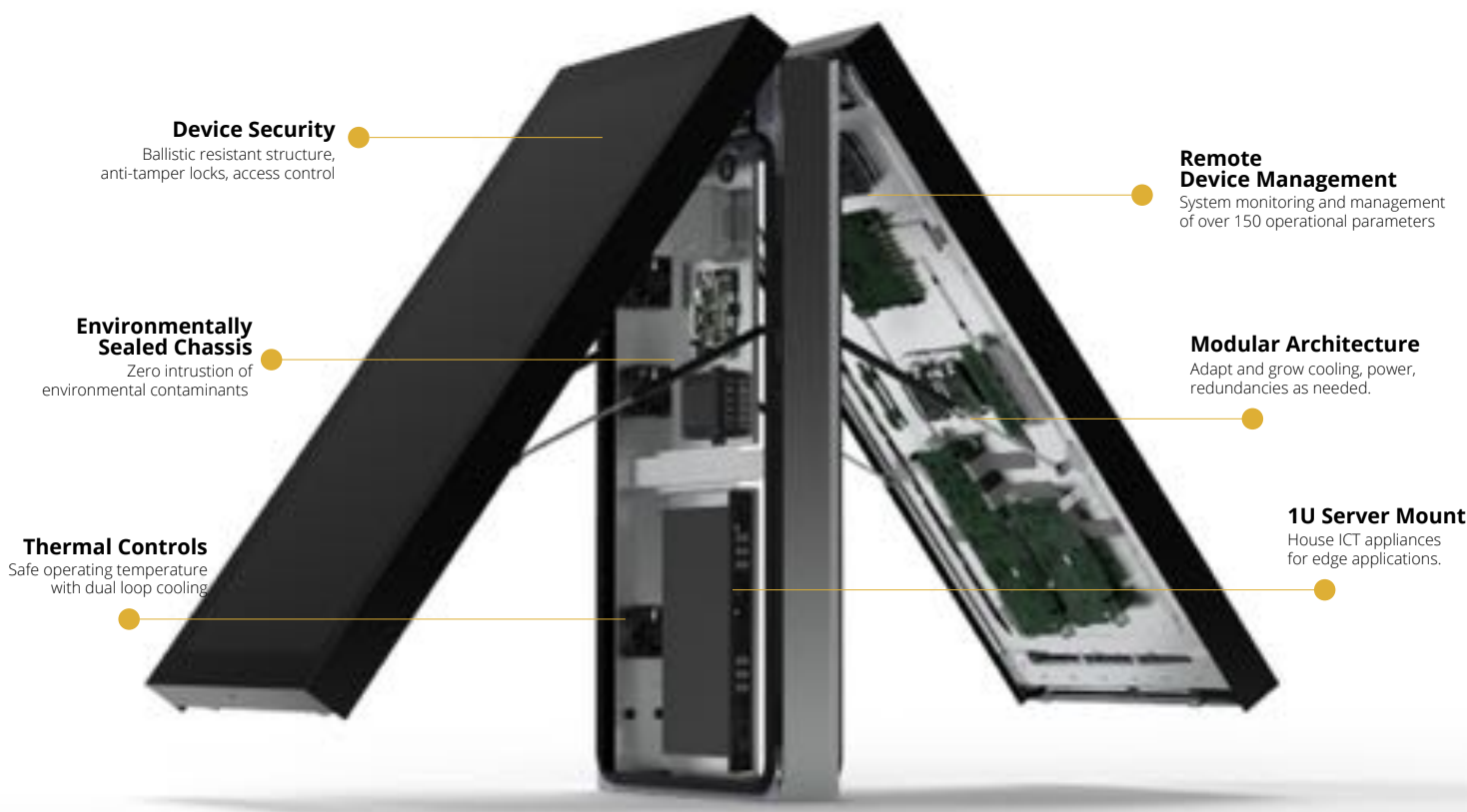
BoldVu® Smart Point is a digital sign purpose-engineered to perform in outdoor environments - but it's also so much more. Its unique architecture contains a thermally controlled and environmentally sealed chassis designed to house ICT equipment. Air quality sensors, wireless gateways, edge servers, cellular radios and like devices can all be integrated within BoldVu® Smart Point - extending its impact far beyond the boundaries of the screen. By bringing digital infrastructure out to the sidewalk, BoldVu® enables IoT devices and the application layer to operate with greater efficiency and responsiveness.

Connecting fans, brands, and venues.

With shopping, entertainment, and social interaction so readily available from the comfort of home, brick and mortar venues around the world are investing billions of dollars in crafting the signature experiences that would give people reason enough to walk through the front door. Nowhere is this more true than in today's stadium and entertainment venue.

For all its prevalence in modern media, big, bright screens displaying full-motion video still carry an uncanny capability to draw people's attention. That's why BoldVu® Smart Point can play such an integral role in a stadium's experience revolution. As an IoT endpoint, collecting and connecting data about the fans and devices entering the property, and as a high-impact means for branded communication right at eye level, BoldVu® Smart Point helps venues deliver the unique, personalized, and shareworthy experiences that impact their visitors at a visceral level and keep them coming back for more.

A data center hidden in plain sight.



Behind the screen of every BoldVu® is a housing that contains the electronics and cooling system that keeps the display shining bright. With BoldVu® Smart Point, this electronics chassis is configured with additional power, thermal capacity, and mounts for integrating servers, storage, and telecommunications equipment. Modeled after the many features of a modern co-location facility and designed for operation in high footfall locations around a venue, BoldVu® Smart Point is a data center hidden in plain sight.

Intelligently Built on Intel Architecture

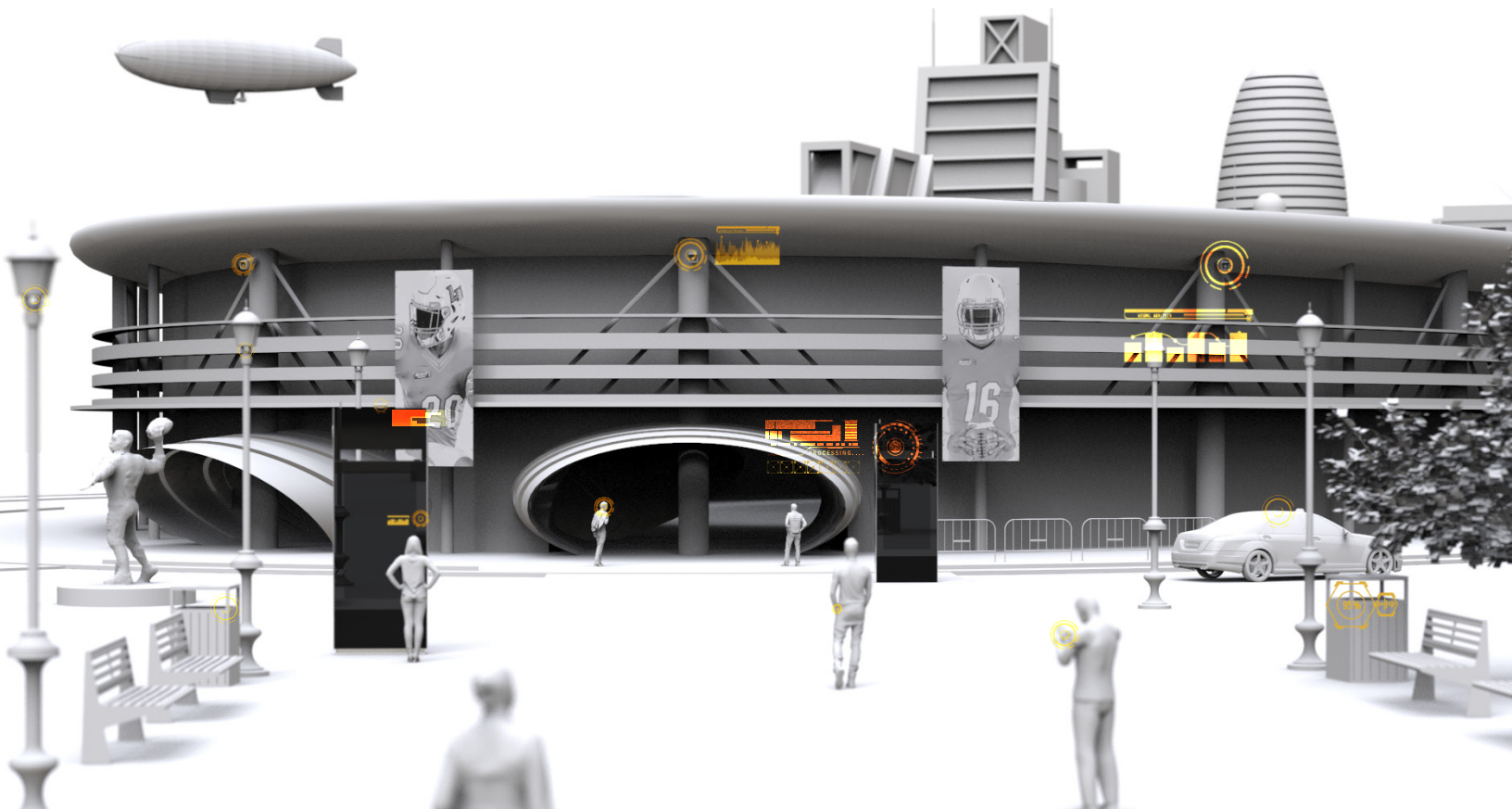
Intel® is the backbone of the compute infrastructure powering the intelligence derived from BoldVu® Smart Point. All IP cameras, sensors, media, and interactivity are processed, stored, and accessed via Intel resources housed within the BoldVu®. Configurations typically include:

- Intel vPro® enabled Intel NUC boards featuring Core® i5 and Core® i7 processors
- Intel SSD E5100 and E6100p
- Intel Xeon® processors
- Intel-based routers, sensors, servers, switches, and gateways



Intel Core i7 NUC board

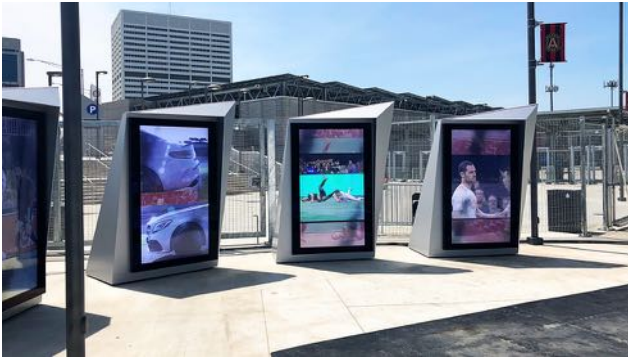
Connecting the IoT.



The Internet of Things is creating data rich environments. Security cameras, connected cars, air quality sensors, intelligent garbage bins - all of these devices and more are creating and consuming volumes of data. By bringing compute and storage resources down from the cloud and out to where the data originates, BoldVu® Smart Point helps create network efficiencies that enable the application layer to operate with greater responsiveness. This capability means that BoldVu® Smart Point can deliver and augment the following applications across modern stadiums and arenas:

- | | | |
|-------------------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------------|
| <input checked="" type="checkbox"/> Audience Analytics | <input checked="" type="checkbox"/> Wireless Network Augmentation | <input checked="" type="checkbox"/> Contest / Giveaway Entries |
| <input checked="" type="checkbox"/> Security & Surveillance | <input checked="" type="checkbox"/> Wayfinding | <input checked="" type="checkbox"/> App Onboarding |
| <input checked="" type="checkbox"/> Air Quality Monitoring | <input checked="" type="checkbox"/> Event Schedules | <input checked="" type="checkbox"/> Social Network Engagements |
| <input checked="" type="checkbox"/> Public Wi-Fi | <input checked="" type="checkbox"/> VIP Upgrades | <input checked="" type="checkbox"/> Emergency Assistance |

BoldVu® in action.



Mercedes Benz Stadium - Atlanta, GA

First class technology experiences executed flawlessly create memorable moments. BoldVu® Smart Point Kiosks positioned near the main entrance to Mercedes Benz Stadium deliver a multi-screen interactive experience. Onboard cameras and high-performance compute resources map onscreen content to the user's physical position and track audience engagements.



Reputation Tour - Various Cities, USA

Fan safety is a top priority in venues. BoldVu® Smart Points deployed at the entrances to host stadiums for the Taylor Swift Reputation Tour used camera vision to provide access control to the venue and augment the efforts of the on-site security team.



NASCAR Circuit Various Cities, USA

Resource intensive workloads are moved from the cloud out to the edge with high-powered compute resources housed within the BoldVu® display. Camera vision software for access control and audience analytics at NASCAR events reduces network latency by processing video feeds at the edge.



Engagement. Connectivity. Insights.

Learn more at

www.lg-mri.com

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