



# Delicious Digital Experiences

Through the innovative use of technology and key partnerships, Kraft Foods\* and Intel have created a new product distribution and marketing platform that uniquely combines digital technology with traditional hardware platforms. The resulting immersive experience enables brands to interact with consumers in a new way, creating an emotional connection. Powered by a modular software/hardware architecture framework leveraging cutting-edge Intel technologies, such as Intel® Audience Impression Metrics Suite (Intel® AIM Suite) and the powerful, 2nd generation Intel® Core™ i5 processor, this new platform delivers fun and engaging sampling, vending and digital signage experiences.

## Architecture for Amazing Experiences

At the heart of every interactive experience is a modular architecture framework enabling the flexibility to:

- Seamlessly transform between sampling, vending and digital signage experiences
- Rebrand existing experiences easily
- Refresh content quickly via a centralized content management system
- Remotely monitor and manage with full analytical reporting



The architecture provides a sustainable model for Kraft Foods to deliver personalized consumer experiences in a wide variety of locations such as grocery/mass merchandise retailers, airports, shopping malls and college campuses. It also enables Kraft Foods to quickly and cost-effectively deliver solutions that are customized to meet the needs of retailers and brands.

## Leveraging the Architecture

### DIJI-TASTE\* Sampling Experiences

Breaking the mold, Kraft Foods created a new line of JELL-O\*, called TEMPTATIONS by JELL-O\*, branded as the first JELL-O just for adults. Reinforcing the product's brand image, the company has deployed the TEMPTATIONS by JELL-O sampling experience as part of its broader sampling platform, dubbed DIJI-TASTE. The JELL-O DIJI-TASTE experience, the first to be developed on the new architecture, is currently in limited markets in Chicago and New York, serving up delicious free samples of TEMPTATIONS --- but only to adults! Intended to create an edgy experience, it leverages the Intel AIM Suite to determine whether an adult or child is present, going into a stand-by mode and refusing to deliver a sample should a child be detected.

The CADBURY\* DIJI-TASTE is another experience created by Kraft Foods. It provides a delicious sample if you share with your friends that you're "indulging." It also includes a gesture-controlled game you can play while waiting for your sample to dispense. The original CADBURY sampling experience first debuted at the 2011 London Signage Expo.

### DIJI-TOUCH\* Vending

The highly successful pilot of the DIJI-TOUCH vending machine has been in limited market areas for approximately eighteen months. A combination of traditional vending with a touch screen interface that delivers product nutrition information and engaging advertising, the DIJI-TOUCH vending machine allows brands to better connect with consumers at the point of sale. Kraft Foods' new modular architecture framework is the foundation for the next generation of DIJI-TOUCH vending machines, enabling large scale deployment that will deliver millions of branded impressions and engagement opportunities with consumers.

