



Explore Generative AI and Intuiface at ISE 2023

At ISE 2023 in Barcelona, Intuiface will showcase the integration of Generative AI in interactive experiences and the cross-channel power of its Player Next Gen technology.

Toulouse, France – January 20th, 2023 - Intuiface returns this January to Barcelona for Integrated Systems Europe 2023. Visitors to their booth can get hands-on with a preview of Player Next Gen, an innovative, cross-platform, highly scalable runtime enabling interactive digital content to run in-venue, on the web, and even as a mobile app. Guests will also have an opportunity to explore, first-hand, how the game-changing technology of Generative AI can be incorporated in their digital content to enhance and extend engagement in ways not seen before.

Player Next Gen uses the latest web technologies to produce a highly scalable runtime that can run virtually anywhere. Thanks to a focus on performance and energy efficiency, Player Next Gen can be used for traditional in-venue signage and kiosks across eight different operating systems, everything from the smallest Raspberry Pi device to a Windows-driven multi-screen display. Android, iPadOS, BrightSign, Samsung Tizen, LG webOS, and Chrome round out the list. Player Next Gen is currently delivered to selected customers and is scheduled for General Availability during the 2nd quarter of this year.

Player Next Gen is also the only multi-channel runtime in the industry, accommodating the complexity of in-venue use - from peripheral integration to support for interactive modalities like voice, sensors, and gestures - while additionally enabling deployment as a website or mobile app. With this delivery flexibility, digital content is freed from the venue and can run on additional platforms like macOS and Linux. For example, a Marketing team can create a web-hosted landing page, Zoom-based sales pitch, trade show-installed product/service demo, and workplace-based sales team training using the same core content and nothing but the Intuiface platform.

Regardless of platform, Intuiface users can take advantage of all in-product and cloud-hosted features, which are also on display in their ISE booth. For example:

- Intuiface Headless CMS, enabling content managers with no knowledge of Intuiface to control the media used by a running experience.
- Intuiface Analytics, enabling data collection for any specified event, and a chart creation / dashboard publishing capability for data visualization and interpretation.
- Intuiface API Explorer, enabling real-time integration with any third-party API - any data source, business logic, or device - without requiring coding knowledge

The latest novel use of API Explorer is in the world of Generative AI, and a demo of how to incorporate Generative AI in digital signage will be available in the booth. AI services like GPT-3 and StableDiffusion are exposed through Web APIs and thus can be accessed by running Intuiface experiences. Use cases include copy translation, converting order summaries into conversational text for text-to-speech engines, adding personality (like rhymes or jokes) to



otherwise dry interaction, and dynamically creating background graphics based on real-time context. Scenarios are limited only by creativity; all is possible without writing any code.

Intuiface can be found in Booth 6K700, a part of Hall 6, the “Digital Signage and DOOH” pavilion. Intuiface can also be located in multiple partner booths, including LG, BrightSign, Sharp/NEC, Nexmosphere, ProDVX, and DISPLAY. To schedule an in-booth meeting, visit www.intuiface.com/events/ise-2023

About Intuiface

Intuiface is the market’s only no-code platform dedicated to the creation, deployment, and analysis of interactive digital experiences that connect people to place. Over 1200 companies across 70+ countries are engaging audiences in-venue, on the web, and on personal mobile devices using interactive options such as touch, gestures, sensors, voice, computer vision, the Internet of Things, and much more. It is an ISO 27001 Certified platform that can be used by any industry – including retail, hospitality, real estate, tourism, education – and for any intent – from digital signs to self-service kiosks and assisted selling. For more information, visit <https://www.intuiface.com>