ThinkEdge

Lenovo
Retail Solutions

Smarter technology for all

Lenovo

From the pocket to the cloud

SR630, SR645

0°C to +35°C

M90n-1 Nano IoT

0C to +50C
Intel Celeron, i3
Up to 8GB RAM

SE30

-20C to +60C
Intel i3, i5
Up to 16GB RAM

SE50

0C to +50C
Intel i3, i5, i7
Up to 32GB RAM

NEW

SE70

NVIDIA. Jetson

-20C to +60C
NVIDIA Jetson

SE350

0°C to +55°C

SE350v2

-20°C to +65°C

SE450, SE455

0°C to +55°C
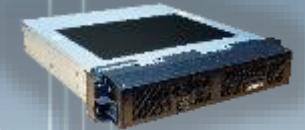
SE550

0°C to +55°C

← **Far Edge Gateways** → | ← **Near Edge** → | ← **Data Center, Core** →

Diverse portfolio
From ultra compact gateways to data-center grade products

High performance
CPU- and GPU-rich systems for ultimate performance

Flexible deployment
Ideal for harsh environments with ruggedized devices and unique cooling capabilities

Digital Shelf Headers to Drive Customer Sales

inCap HD Header

Immersive, engaging in-aisle and out-of-aisle displays fit all standard retail shelving and can serve as indoor signage, menu boards, and advertising.

ThinkCentre M90n Nano IoT

Availability: Global

Customer Benefits:

✅ **Target customers at their item selection point with engaging product information**

✅ **Drive upsells and improve margin with advertising at shelf-level**

✅ **Run up to 24 displays from 1 PC, reducing complexity for your store employees**

Delivered in partnership with:

INSTORESCREEN™

Digital Signage to Improve Customer Engagement

Advanced Touch Displays

One of the most versatile, flexible, and appealing professional displays on the market today, this digital signage is integrated with the latest in antimicrobial technology, while maintaining the durability required in high traffic retail installations.

Availability: Global

Customer Benefits:

ThinkCentre M90n Nano IoT

- ✅ **Keep customers and employees healthy with antimicrobial technology**

- ✅ **Use as a form of advertising to inform customers of new products and sales**

- ✅ **Energy efficient & sustainable construction yields immediate energy savings returns**

Delivered in partnership with:

INSTORESCREEN™

Lenovo Computer Vision Turns Existing IP Cameras into Insight-Gathering Tools

AI Panorama Software

The SE70 comes pre-loaded with AWS Panorama a software development kit, which enables customers to train, deploy, and manage computer vision applications at the edge. NVIDIA CUDA SDK optional. This device can power 8 PoE Cameras and has several Digital I/O to connect to sensors like LED lights or Sirens.

Availability: Global

Customer Benefits:

- ✓ **Use existing IP camera infrastructure to lower installation costs**

- ✓ **Equip store employees with the customer knowledge they need to improve the shopping experience**

- ✓ **Improve workplace safety by identifying unsafe conditions**

Delivered in partnership with: **aws**

Tough, Discrete Edge Computing for Any Size Retailer

ThinkEdge SE30

Tackling demanding tasks in extreme environments is what the ThinkEdge SE30 was designed for. Powered by the latest 11th Gen Intel® Core™ i5 vPro® processors for industrial computing and high-speed DDR4 memory, the SE30 is ready-built for challenging edge applications.

Availability: Global

Customer Benefits:

- ✓ **Operates in any conditions – from -20℃ to 60℃**
- ✓ **Rugged design ensures uninterrupted efficiency in harsh conditions**

Purpose-Built Edge Server for Secure Enterprise-Level Performance

ThinkEdge SE350

The SE350 server-class solution features a compact size to fit in smaller spaces and a rugged construction to handle harsh environments. Coupled with a variety of physical and cyber security options, it offers simplified management via Lenovo XClarity.

Availability: Global

Customer Benefits:

- ✅ **Full enterprise performance at an entry-level price**

- ✅ **Operates in any conditions – from 0℃ to 55℃**

- ✅ **Add-on NVIDIA T4 16GB Passive GPU**

Lenovo's Vision of the Store

Retail Analytics

Customer Analytics
Store Analytics
Loss Prevention

Store Operations

Standard Point-of-Sale
Mobile Point-of-Sale
Self-Checkouts

Interactive Digital Signage
Enterprise Digital Signage
Digital Shelf Headers
Electronic Shelf Labels

Store Infrastructure

Discrete Edge Servers
Advanced AI Servers
IT Tech Support

USE CASE | RETAIL (M75N, SE50)

Camera with Facial Recognition

Signage

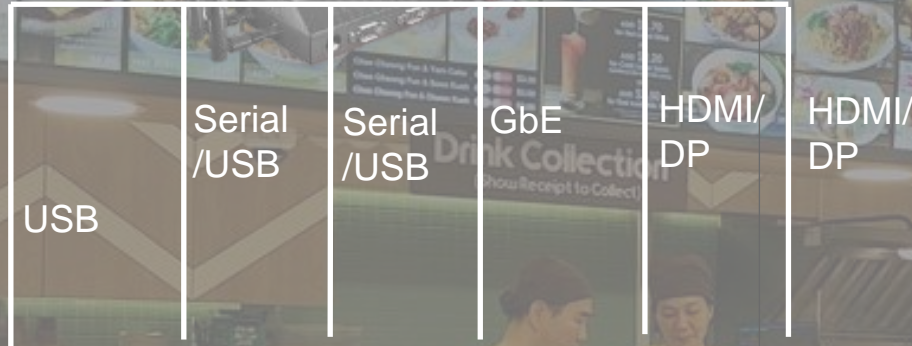**People counting gate**

Interactive Signage

Fitting Room Light

RFID reader & Tag

- Shopping Behaviors Captured
- Business Intelligence Analysis
- Dynamically Customize Advertisements
- All Actions are Performed with Nano IoT at the Edge

Self-Service KIOSK

USB	Serial /USB	Serial /USB	GbE	HDMI/ DP	HDMI/ DP
KB/BS	Barcode scanner	Printer	Cam Optional*	Display	Signage

- Less contact, less risk on COVID impact.
- Quick service TAT to help revenue growth.
- Staff focus on other areas, better customers satisfaction.

Lenovo

Mapping In-Store Analytics for an Electronic Goods Store

Viana is helping an **electronic goods store** understand business intelligence in stores and improve overall retail operations. With Viana, store management is able to capture persona-related insights and make data-driven decisions.

USE CASES

- Anonymous Audience Measurement
- Zone Engagement
- Shelf & Product Engagement
- Planogram Compliance
- Loss Prevention

ID #

MALE ADULT NEUTRAL

ATTENTION TIME   21m 4s

IMPRESSIONS	INTERACTIONS	PURCHASES
24	22	0

ZONE/S: **Entrance, Smart Home, Apple Zone, Samsung Zone, Wearables**

ID # A392KJ-

FEMALE YOUNG ADULT HAPPY

ATTENTION TIME   33m 10s

IMPRESSIONS	INTERACTIONS	PURCHASES
32	12	0

ZONE/S: **Entrance, Smart Home, Apple Zone, Wearables**

MALE ADULT
NEUTRAL

Appearance	Hoodie
Belongings	none
Location	Pathway Exit
Time	00:01:25
Suspicion rate	50%
Actions	Looking sideways
Small steps

MALE ADULT
NEUTRAL

Appearance	Hoodie
Belongings	none
Location	Pathway Exit
Time	00:01:25
Suspicion rate	98%
Actions	Item put in hoodie
Looking sideways

⚠ **Theft detected!**
Incident has been reported to the admin

Needs custom training

Theft Detection

thanks.

LET OUR INNOVATION WORK FOR YOU.