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spo-comm partner Advertima presents its Artificial Intelligence

Nuremberg 01/09/2020 – For the second time the Swiss company Advertima AG will showcase their same-named AI for detecting human behavior in the physical world at the spo-comm booth. The Artificial Intelligence works with spo-comm's latest high-end Mini-PC: the KUMO V.

Besides presenting its various Industrial-PCs in **Hall 8 at booth G272** – among them models for high-end graphics solutions, rugged vehicle applications and ultra-compact Mini-PCs – spo-comm also wants to display possible use cases. So who fits better than Advertima, the Swiss experts, who developed an Artificial Intelligence using, first the famous KUMO IV and now its successor, the new KUMO V that is equipped with a dedicated Nvidia GeForce RTX2060 graphics card.

Using spo-comm's Industrial-PC and visual sensors to detect the appearance, movement and context of people, Advertima AI recognizes the demographic and behavior of potential customers, who can then be targeted with appropriate content via digital signage displays. The AI is mainly used in the field of smart signage, locations analytics and autonomous store. Advertima AI unlocks the last frontier of consumer data to empower the world's greatest brands with real-world insights.

At the spo-comm booth 8-G272 visitors can see the new KUMO V in action and experience the Advertima technology up close. Also Christian Bahrendt, Head of Business Development Germany from Advertima, will be present at the spo-comm booth and is available for any questions about Advertima AI.

spo-comm offers Mini-PC solutions for industry and trade in Germany and Europe with a special expertise for digital signage. The specialist's portfolio ranges from hardware, software, and services up to complete supply chain management – always with a perfect fit and based on an expertise that exactly meets the customer's requirements thanks to modularly combined service components. Spo-comm has a dense network with a global presence of hardware partners, is amongst others most important partner of MSI IPC in Europe and was founded in 2002. CEO is Michael Sporrer.

For more information please click <https://www.spo-comm.de/en/>

To read more about Advertima and its AI click <https://advertima.com/>

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