

## Intel Showcases CognoVision Tech

Written by Bob Snyder  
16. 12. 2010

---



Continuing its push into digital signage, Intel recently bought CognoVision Solutions Inc. for about USD\$20 million.

The Canadian company helps advertisers measure the effectiveness of in-store marketing. CognoVision's technology can analyze the amount of time a customer spends with a display and the number of people who walk by that display.

Now there's a video that shows you Intel's vision for the future of digital signage (and why Intel sees CognoVision as an important acquisition to achieve that strategy).

Go [CognoVision](#)

Watch [Intel on how Cognovision adds to Intel's vision of the digital signage future](#)