



# NRF 2025: Shaping the Future of Retail Powered by Intel



## Crowds Tell a Story—WaitTime and Intel Make It Actionable

Crowds tell a story and, with the right technology, that story becomes actionable data, driving smarter business decisions. WaitTime, the global leader in AI-powered crowd analytics, has partnered with Intel to redefine crowd management across industries.

In today's fast-paced world, efficient crowd management isn't just a convenience—it's a necessity. WaitTime, powered by Intel, is leading the charge in transforming how businesses navigate complex operational challenges. With AI-driven crowd analytics, WaitTime delivers real-time insights that help organizations reduce wait times, optimize resource allocation, and enhance customer experiences. The WaitTime platform is the perfect tool to assist operators while simultaneously informing guests to select the shortest lines.

Crowds are dynamic, but their impact on operations and customer satisfaction can be static if not managed effectively. Enter WaitTime, revolutionizing how businesses handle real-time insights for better decision-making. At the heart of this transformative platform is Intel technology, empowering WaitTime to deliver unparalleled efficiency, scalability, and data security.

WaitTime, a valuable member of the Intel Builders Retail Community, leverages [Intel® Xeon® Scalable processors](#) and Intel's [OneAPI](#) tools to process vast amounts of data at the edge. This ensures instant, actionable intelligence while maintaining ethical and anonymous AI practices. Iconic locations like the **Mall of America** have already seen transformative results, setting a new standard for crowd management and operational excellence.

### Data Collection and Protection

To accomplish the goal of protecting user data, WaitTime has engineered their platform to meet the highest level of testing and scrutiny, ensuring both customers and guests know the software is handling their data responsibly.

WaitTime is certified for deployments in numerous markets. For additional information, please speak with a WaitTime representative to discuss how WaitTime can meet compliance needs.



**Summary**

With customizable interfaces, proprietary AI algorithms, and scalability tailored to industries from retail and sports to transportation, WaitTime’s platform is designed for the future. Together, Intel and WaitTime are creating smarter spaces, proving that innovative partnerships can turn today’s challenges into tomorrow’s opportunities.

In conclusion, WaitTime provides highly advanced crowd intelligence, analytics, communications, and management capabilities. The robust, custom algorithms are designed for accuracy and precision all within a one-size fits all package. Equipped with an operations platform and smart-guest way-finding platform, WaitTime turns crowd data into real-time insights that can help monetize traffic, improve guest experiences, and optimize operations by converting dynamic metrics into precise analytics.

Discover how Intel and WaitTime are reshaping crowd management at [WaitTime's website](#).

**Company Name**

WaitTime™

**Solution Name**

WaitTime™ Crowd Management Platform

**Booth Info**

Lenovo Booth #3665

