

20 December 2023
Neural Group (Thailand) Co., Ltd.

Neural Group (Thailand) and Egg Digital organized the Symposium AI Innovation on Shoppers' Digital Screen aimed to revolutionize media solutions integration with AI.



On December 20, 2022, Neural Group (Thailand) Co., Ltd. with Egg Digital organized a symposium on the topic of AI innovation on Shoppers' Digital Screen aimed to enhance marketing and advertising communication strategies, with a focus on summarizing the pilot project. The symposium was held on December 20th, 2023, at True Digital Park, and attracted participants from various countries, spanning both public and private sectors.

For this pilot project, Neural Group (Thailand) has installed Edge AI "DigiPark" to collect traffic statistics in front of Shoppers Digital Screen (digital signs) at three Lotus's stores located in Bangkok (Bang Yai, Bang Na, Rama III), traffic congestion analysis on the road in front of the store using developed edge AI technologies. EGG Digital, on the other hand, leverages the integration of advanced technology for big data processing and strategic combination of intelligent O2O2O (Online to Out-of-Home to On-Shelf) media solutions to help businesses optimize use of media.



By introducing our innovative edge AI services at EGG's Shoppers' Digital Screen at Lotus's, this strategy contributed to the increased demand for O2O2O media solutions, fostering to the creation of convenient and enhanced smart city experiences throughout Thailand.

With this initiative, EGG's Intelligent O2O2O Media Solution and content planning take center stage, empowering businesses to streamline their communication efforts for optimal results. This approach not only ensures cost-effectiveness but also equips businesses with enhanced capabilities to foster growth and deliver exceptional experiences at every stage of the customer journey. This transformative initiative is expected to reshape the media landscape in Thailand.

■ Egg Digital Company Profile

Egg Digital is a consolidated subsidiary of the CP Group with its strengths in three core business units which are Platform and Media Solutions, Insights-led Omni Channel Media, and Business Analytics. EGG Digital, one of Thailand's leading big data analytics and digital solutions and services, is set to build business impact through the power of human and intelligent technology.

Company name : Egg Digital Co., Ltd.

Location : No. 101 True Digital Park, Griffin Building, 14th Floor, Sukhumvit Road, Bangchak Sub-District, Phra Khanong District, Bangkok 10260.

Representative : CEO, Dr. Teeradet Dumrongbhalasitr

URL : <https://www.eggdigital.com/>

■ Neural Group (Thailand) Company Profile

Founded in 2022 as Neural Group Inc.'s first overseas consolidated subsidiary, aimed towards supporting Thailand's rapid urbanization and economic growth. Building on Neural Group Inc.'s track record in Japan, the subsidiary delivers edge AI-powered services in Thailand.

Company Name : Neural Group (Thailand) Co., Ltd.

Address: 87/2, 36th Floor, Office number 11, CRC Tower, All Seasons Place, Wireless Road, Lumpini, Phatumwan, Bangkok, Thailand 10330

Representative: CEO and Managing Director, Kazuma Takenaka

Established: November 2022

URL : <https://th.neural-group.com/>

■ **Neural Group Inc. Company Profile**

"Building an exciting future with AI," where we craft and deliver innovative services across various domains in Japan and Southeast Asia, powered by cutting-edge AI technology.

Company Name : Neural Group Inc.

Address : 32nd Floor, Hibiya Mitsui Tower, Tokyo Midtown Hibiya, 1-1-2
Yurakucho, Chiyoda-ku, Tokyo

Representative : Founder & CEO, Roi Shigematsu

Established: January 2018

URL : <https://www.neural-group.com>

■ **Contact information for media inquiries**

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