



Adeia's Frictionless e-Commerce Framework

In e-commerce every step a viewer has to complete to make a purchase is another opportunity to reconsider. The goal is to accommodate the impulse to buy and to make the purchase process frictionless. Adeia engineers have developed a framework that removes the existing friction from shoppable video experiences.

This framework connects backend systems, digital wallets, and consumer-facing applications to simplify the buying process. The result is a streamlined purchasing experience that allows consumers to quickly and securely buy products they discover on-screen – on any screen. The framework works for TVs, video kiosks, tablets, smartphones, etc.

- **Easy to implement:** Integrates with existing platforms, services, and commerce infrastructure.
- **Greater conversion rates:** Designed to reduce purchase friction and improve conversion performance.
- **Completely secure:** Built with robust, enterprise-grade security protocols.

Explore Adeia's innovations in e-commerce:



e-Commerce Made Easy

ACTIVATE DIGITAL WALLET

The most effective way to eliminate the greatest number of e-Commerce process steps is to link video services directly to digital wallet providers, rather than to each individual merchant. Our Activate Digital Wallet architecture reduces the buying process to three simple steps: See it; pick up your phone; push a button.

See it: The journey begins on the main screen. Adeia's architecture leverages advanced computer vision and pre-packaged digital carts to display shoppable opportunities directly within the video stream. This eliminates decision friction at the exact moment a viewer is most likely to convert.

Pick up your phone: Navigating on-screen TV interfaces is cumbersome. This system involves a seamless dual-screen flow. The primary screen (e.g., a TV) presents the product, while the customer's smartphone acts as the secure interface. Linking directly to digital wallet providers lets customers leverage existing credentials instead of re-entering payment information with each purchase.

Push a button: When an e-commerce opportunity is presented on any screen, customers securely authorize the transaction with a push of a button on their smartphones. This approach supports scalable deployment across platforms while reducing the steps between product discovery and purchase.

Adeia's e-commerce platform technology works across connected TVs, OTT services, live events, and creator content, creating net-new monetization paths for:

- Streaming platforms
- TV OEMs
- OS providers
- Brands
- E-tailers
- Influencers



Adeia's e-Commerce framework operates across any screen that any potential customer might choose to use.



e-Commerce purchasing options are typically limited to a featured product – a blouse, for example. With Adeia's clickable objects technology, anything a viewer sees on a screen can potentially be purchased – not only the blouse being displayed, but the blouse worn by the model, or any of the purses, or even the plants in the background!

From Passive Viewing to Active Purchasing

CLICKABLE OBJECTS

Traditional video-based e-commerce relies on e-tailers pushing specific products, leaving consumers as passive recipients of sales pitches. The experience changes when consumers can directly select and purchase almost any product that appears on-screen.

Adeia technology automates the linking of any visual object to the e-commerce transaction. If a viewer wants to purchase an item on any screen, they can simply select it and buy it. Our method uses proprietary computer vision to analyze video streams, identify objects, and match them to e-commerce inventory in real time, **without requiring manual tagging**.

Whether you are tagging specific items or enabling direct consumer selection, both approaches generate a pre-packaged digital cart. This technology can be implemented in tandem with our Activate Digital Wallet architecture to make purchasing effortless.

Ready to transform your monetization strategy?

Connect with our technology experts to learn more about our Activate Digital Wallet architecture and how to integrate clickable objects into your video streams.