Ensuring Continuity and Shopper Safety

Back-to-Business Solutions for Retail

Retail businesses serve a variety of purposes in local neighborhoods – from local corner shops and supermarkets right up to large malls with restaurants and entertainment. Because of that, they accommodate heavy traffic of both customers and employees every day. Today, retail employees have the added challenge of helping crowds maintain safe social distancing to minimize undue risks. That's why Hikvision created a tailored solution for retail that can be applied effectively for flow control and precise contact distance detection, contributing to a safer environment and better shopping experience for customers.

Typical Scenarios

Pain Points

With high volumes of customers and staff coming and going, it is not easy to set up security systems and keep the environment safe for everyone, especially at peak times. Challenges include:

- Managing flow control inside malls so as to minimize undue risks
- Screening skin-surface temperatures regularly and safely in each area
- Managing the way people enter and proceed through the various areas
- Maintaining situational awareness and responding quickly in emergencies.

Our Solutions

Now with Hikvision Back-to-Business Solutions, all the specific needs for a typical retail scenario can be easily met.

Easy and Dynamic Flow Control

Easy and intuitive customer flow management with market-proven people counting technology

Multi-Site Temperature Screening

A variety of products and measures for safe and efficient temperature screening in all areas

Fully Touch-Free Access

Embedded facial recognition for hands-free access authentication in key areas

Highly Centralized Management

Instant visualization of emergency events and overall statistics for situational awareness

Mall Entrance

Temperature Screening, Flow Control and Precise Marketing

For safety, preliminary temperature screening and mask detection should be completed at the entrance. Ideally, an indoor walking distance or waiting time should be set up to allow visitors' natural body temperatures to acclimate. Hikvision's camera models with higher resolution make it possible to measure multiple persons' temperatures at a time, with additional functions of mask detection.

To facilitate flow control and build a safe environment, the number of customers entering should be maintained effectively. With Hikvison's Dual-lens People Counting Cameras or DeepinView Cameras, the number of customers entering through the entrances and parking garages can be maintained in real-time via HikCentral software. What's more, the DeepinView cameras can be further applied for precise marketing, like customer attributes analysis as well as VIP and potential customer analytics.

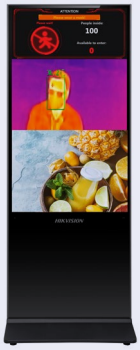
Highly efficient temperature screening & mask detection with thermographic cameras

Dual-lens people counting cameras

Intelligent flow control with 7-series IP cameras

Figures from Hikvision cameras can be displayed on digital signage, which supports instant visualization of people numbers, temperature and face mask status, while serving as media player for a variety of advertisement.

Instant visualization of temperature and mask detection on digital signage or monitors



Rapid and reliable
metal detection doors

Store Entrances
Temperature Screening

For the entrances of individual shops, Hikvision's MinMoe terminals can be applied for temperature screening and mask detection, creating a safer environment for both customers and employees. This popular face recognition terminal can also be used to heighten security in sensitive areas.

Temperature screening and mask detection with MinMoe terminals

*Hikvision's temperature screening products are designed for the detection of skin-surface temperatures so as to achieve rapid preliminary screening in public areas. Actual core body temperatures should be further confirmed using clinical measurement devices. Under any circumstances, it is highly recommended to use Hikvision's temperature screening products in accordance with local laws and regulations.

Counters
Social Distancing & Area Popularity Analytics

In areas where queuing is unavoidable, social distancing compliance is vital. Dual-lens cameras can measure the distance between people accurately and generate auto-alarms when they get too close together. Queue management cameras trigger notifications to front desk managers when a long queue builds up and too many people gather together, facilitating measures to keep less people in the waiting zone and elevate customer experience.

Interpersonal distance control with dual-lens cameras

Queue management with 7-series IP cameras

Control Room
Powerful Data Visualization and Centralized Management

In the control room, mall managers and security staff can view statistics and records of all connected areas in real time, including statistics of temperature and mask status, employee attendance reports, and multi-site flow control status.

HikCentral can be configured to create instant popups and other notifications upon detection of elevated skin temperatures, persons without required face masks, social distancing breaches, etc.

Centralized management facilitates the pooling and coordination of resources and reduces repeated efforts for steady and efficient mall operations.

Intuitive Dashboard

Intelligent Security Management

Operation Optimization

Proactive and Precise Marketing

HikCentral

*Hikvision has endeavored to optimize its products and helped its customers to reduce the compliance risks on data protection law. However, it is still important for customers to check out the legislation and government guidance for their business regularly, given things are changing all the time. Customers should be responsible to make sure all business are complied with local privacy laws and regulations, including GDPR.

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