

# Entertainment Venue Club Pub Intelligent Solutions

Hikvision's Club & Pub Intelligent Solution offers a centralised platform for device management, smarter operation with boosted efficiency, and more intelligent business insight for gaining customer loyalty and delivering better marketing campaigns.

- ☐ Do you have trouble managing Persons of Interest and self-excluded patrons?
- ☐ Would you like to be more efficient at utilizing your CCTV system?
- ☐ Would you like to get daily "System Health" reports for compliancing?
- ☐ Would you like to generate revenue from your CCTV system?
- ☐ Would you like to get more out of your system?

# Car Park Management

VHA 133

ABC 123

ASC 551

SWX 786

UST 853



ABC 123

Time 23-11-24 18:33:23 Vehicle Make Toyota  
Vehicle Colour Black Driving Direction Forward

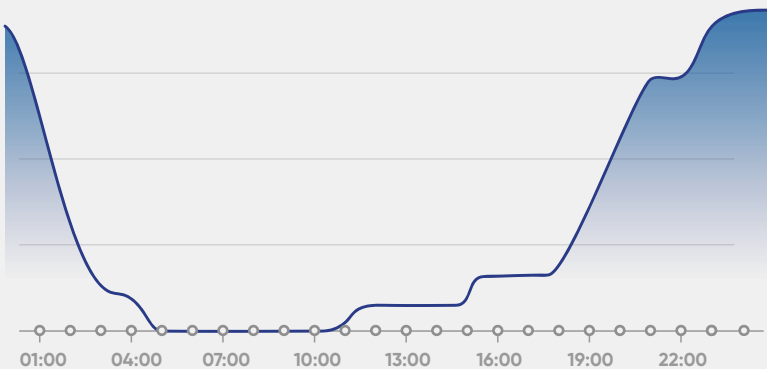
## Intelligent Search

- Efficiently locate vehicles by number plate details, ensuring swift event retrieval and enhanced efficiency.

## Trend in vehicle counting

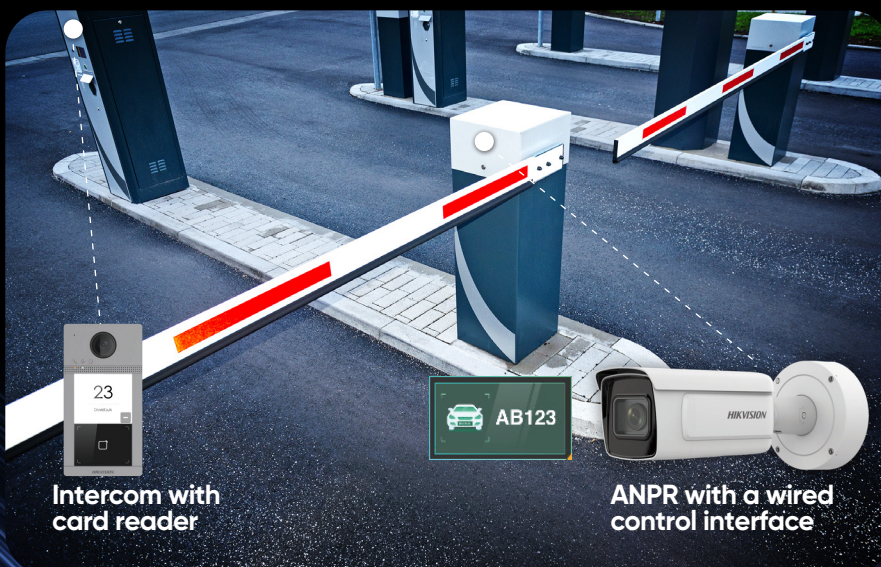
Today

Visit Records



## Peak Hour Traffic Database

- Utilise peak hour traffic data reports to generate valuable insights and drive revenue opportunities.



Intercom with card reader

ANPR with a wired control interface

## Comprehensive Management

- Effectively oversee staff, deliveries, contractors, and vehicle lists for streamlined operations.



# Entry Management



## Self Excluded Gamblers or Banned Individuals

- Real-time Notifications – Instantly alert staff of self-barred gamblers or banned individuals entering the premises.
- Intelligent Search – Efficiently search for individuals using detailed attribute filters for quick identification.
- Visitor Insights – Gain valuable marketing insight by understanding visitor trending data



## Bottle Shop

- Gain deeper insights into your patrons with detailed metrics on store visitors.
- Analyse customer flow to optimise marketing strategies and improve store layout.
- Centrally manage and display dynamic marketing materials, specials, and event promotions with digital displays.
- Receive remote alert notifications when customers enter unattended areas for enhanced security.
- Monitor and manage queues effectively to improve service efficiency and customer satisfaction.

# Digital Signage Management



## Effective Advertising Through Technology

- Digital Display- Centrally manage dynamic marketing materials, specials, events, restaurant/cafe menus
- Schedule contents to suit your customer demographic
- No subscriptions and no more paper waste

### Digital Signage



### Digital Signage Box + Existing Display



### LED Controller + Hikvision LED Display





# Centralised Monitoring



## Control Room

- Central management of Single/Multi-site reviewing live playback footage
- Intuitive user interface – Video wall, meaningful reports and customisable dashboard
- Real-time notifications – self-barred gamblers, banned people
- Health Monitoring: Real-time device stats and diagnostics enable quick failure identification and proactive maintenance. Alerts via email and pop-ups ensure reliability and minimise downtime.



Accessible via desktop and mobile apps



Recording integrity report

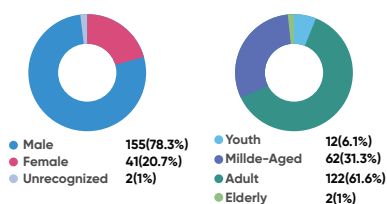


Point-of-sale keyword search

## Site Manager

- Real-time Notifications – Instantly alert staff about self-barred gamblers or banned individuals entering the premises.
- Compliance Reporting – Generate daily reports with reliable records to ensure compliance and maintain data integrity.
- Transaction Overlay – Integrate POS transaction details for easy search by keywords (e.g., no sale, refund, cash out) to track activities and enhance accountability.

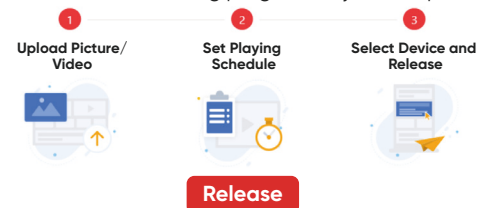
### Demographic Attributes Analysis



Demographic data enables precise marketing decisions

### Digital Signage Management

Release marketing programs in just 3 steps



## Marketing

- Enhanced Marketing Insights – Access detailed demographic reports to better understand your customers, enabling targeted marketing strategies that resonate with your audience.
- Centralised Digital Signage Management – Effortlessly manage and synchronise digital signage across multiple locations, allowing for coordinated advertising campaigns and promotions in real-time.

# Solution

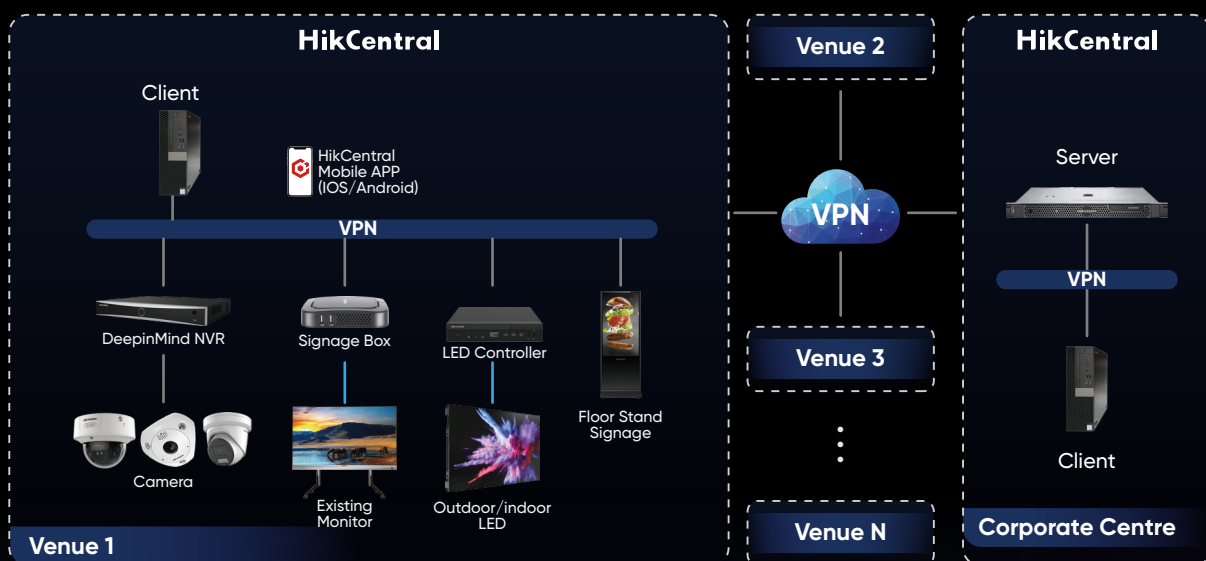
## Independent Venue Management



HikCentral is scalable, starting from single-venue video management, running both server and client on one PC. It features an intuitive interface for live view, playback, and smart search for quick event identification.

For digital signage management, HikCentral offers centralised control of devices, installed on a single PC.

## Multi-Venue Management



For multi-venue management, HikCentral also enables simultaneous access with advanced user privileges for seamless operations. It can also combine video management, digital signage features, access control and many other products, providing an all-in-one solution.



## Product Showcase



# HikCentral

The Scalable Solution

- Unified security system for streamlined operations and maintenance
- Customisable to suit specific needs for each user

### Car Park Management



#### ANPR Camera

- 4MP, DarkFighter
- License plate recognition
- Vehicle counting & attribute



#### Video Intercom

- 2MP video
- Single call button
- Built-in card reader

### Digital Signage Management



#### Digital Signage

- 1080p, Android OS
- 43" or 55" LCD screen
- Floor-standing
- Ethernet and WIFI



#### Signage Box

- 1080p, Android OS
- 1 HDMI output
- Ethernet and WIFI



#### LED Display

- Full colour
- Min. pixel pitch 0.03mm (indoor), 2.9mm (outdoor)



#### LED Controller

- 3-in-1 LED controller
- Built-in video wall and digital signage

### Customer Behaviour Analysis



#### Intelligent Metrics Camera

- 4MP, DarkFighter
- Demographic overview
- Attribute detection



#### Queue Detection Camera

- 4MP, DarkFighter
- Queue management



#### People Counting Camera

- Dual-lens 2MP
- High accuracy people counting with 3D modeling



#### Fisheye Camera

- 6MP, 9MP, 12MP
- De-warping
- Heatmap



#### Hybrid Light ColorVu Camera

- 224/7 colour imaging
- 3 supplemental lighting modes
- Human & vehicle classification

### Server Room



#### DeepinMind NVR

- 8-ch, 16-ch or 32-ch
- Continuous or event recording
- Standard POS integration



## HikCentral

#### The Scalable Solution

- Multiple product integration
- Customised GUI
- Alarm receiving centre
- Single or Multi-site management



Sydney office: 46 Brookhollow Ave,  
Baulkham Hills, NSW 2153  
Email: [salesau@hikvision.com](mailto:salesau@hikvision.com)  
Hotline: +61 1300 976 305  
[www.hikvision.com/au-en/](http://www.hikvision.com/au-en/)



Hikvision Australia and New Zealand



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about our solutions



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