

HIKVISION®



THE RETAIL SOLUTION
FOR CHAIN STORE OPERATIONS

COMMON CHALLENGES



Supermarkets, cornershops, and retail chains of various kinds provide people with the essentials of life – quickly and conveniently. They support families and communities in every locale around the world and are a vital part of our neighborhoods and our lives – every day. Because of this, they are also vulnerable to subtle dangers.

Hikvision is dedicated to developing the most advanced AI technology and to making it available in affordable, convenient, and vitally effective packages for today's needs. More than just security, the Retail Chain Solution packs the most advanced AI technologies into complete end-to-end solutions for multi-site shopping areas of any kind. Loss prevention, precision marketing, intelligent operation, and more all come together in this flexible and powerful platform.

SOLUTION OVERVIEW



SECURITY & LOSS PREVENTION

- Habitual thief recognition
- Warehouse fire prevention
- EAS Integration
- VCA Detection
- POS Data overlay



PRECISION MARKETING

- VIP Recognition
- Customer analysis



INTELLIGENT OPERATION

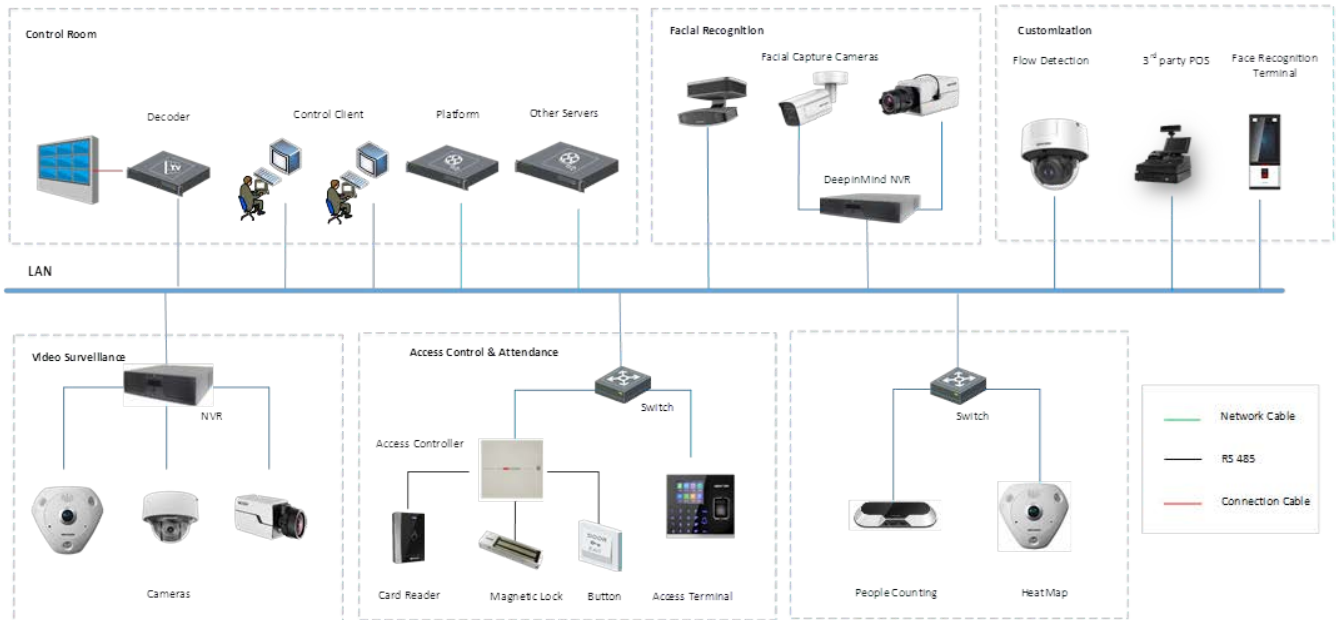
- Remote store inspection
- People counting
- Queue detection
- Heat map
- POS Integration



INTEGRATED MANAGEMENT

- Access control
- Attendance
- RSM
- Flexible video storage
- Maintenance

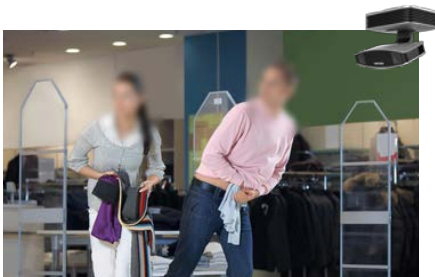
SYSTEM ARCHITECTURE



SECURITY AND LOSS PREVENTION

STORE ENTRANCES

Criminals target retail stores all too often. Hikvision's suspect recognition function not only prevents people on a blacklist from entering the store, but also can assist local law enforcement in tracing and arresting criminals.



Compares face images with habitual thief image library

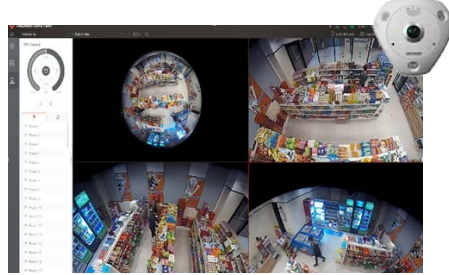
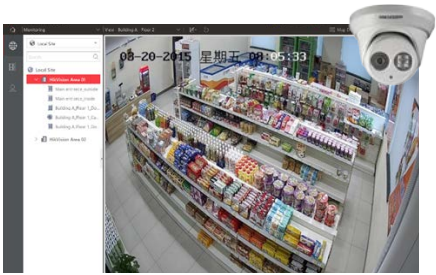


Alarm triggers and informs security personnel



Linkage for reporting to police (SDK integrated by 3rd parties)

SHOPPING AREAS



In large retail areas, fewer cameras means less installation and reduced labor cost.

A high-definition panoramic solution is ideal for these areas, providing maximum monitoring and image quality.

CASHIERS

On-screen data with video safeguards POS transactions and prevents shoplifting. Recorded footage features POS text overlay, providing more details of each transaction and facilitating easy searches. This technology can be easily applied to resolving client disputes and preventing fraudulent insider activities.



Fraud and disputes at cash registers



POS Data Overlay

**We recommend customers purchase an IO server from a third-party supplier. POS protocol supports products from the following manufacturers: EPSON, AVE, and NUCLEUS*

Three ways to connect POS-NVRs to the RS-232 POS machine:

- Via RS-232 directly
- Through an IO server (MOXA) – converting up to 232 signals into network signals
- Using the RS-232 USB convertor

OFFICES, OUTDOORS, AND MORE



Nighttime Visibility

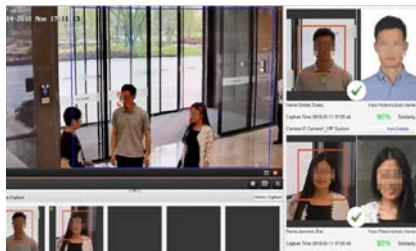


Motion Detection in Restricted Areas

Hikvision's devices ensure color imaging in dimly lit environments for excellent nighttime visibility, as well as delivering effective, real-time alarm response during off-hours.

PRECISION MARKETING

VIP RECOGNITION



This system recognizes VIPs and informs salesclerks to their presence. Personnel can then arrange services and customize treatment to improve sales and the customer's overall experience. Reminders appear on the mobile app and PC clients. Using an SDK interface, other third-party systems – such as the existing CRM system – can also be integrated.

INTELLIGENT OPERATION

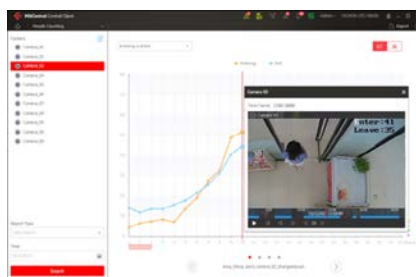
REMOTE STORE INSPECTION

Often, operations managers travel from one store to another to keep up with each stores' status. However, many famous retail brands have stores spanning whole countries and even extend into other countries. Hikvision's new platform provides a powerful mobile client that helps managers stay on top of operations – making it more convenient to review historical footage, locate significant events, and generally manage everything at once.



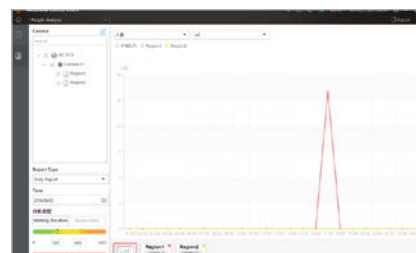
STORE TRAFFIC ANALYSIS

Knowing customer flow is the key to evaluate sales performance and to optimize management strategy.



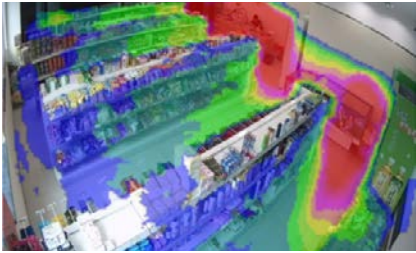
- Tracks peak time and generates daily / weekly / monthly reports
- Helps optimize employee scheduling
- Provides proof for data-driven business analysis such as comparing rent cost to yield
- Intuitive method to measure the result of marketing activities

QUEUE DETECTION CUSTOMIZATION



A long line at the cashier could lead to bad customer experience. Queuing data maximizes operational efficiency at a store. It can track efficiency and support evidence for possible improvements.

HEAT MAP IN SHOPPING AREAS



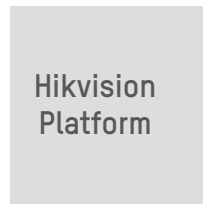
Analyzing customer foot traffic and tracking browsing trends can reveal insights to better arrange product layouts and presentation. Hikvision fisheye cameras' heat map indexes can provide analyses that helps store owners optimize every effort.

POINT OF SALES INTEGRATION AT THE REGISTER CUSTOMIZATION

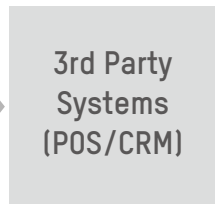
Hikvision's POS Solution connects surveillance video with transaction data at points of sale (POS). All scanned items can be displayed in live view and playback and can be programmed to trigger alarms. This allows managers to instantly playback or search for a specific transaction – even months after the event. This resourceful solution serves to reduce hidden shrink resulting from theft or fraudulent POS activity.



POS Device Integration



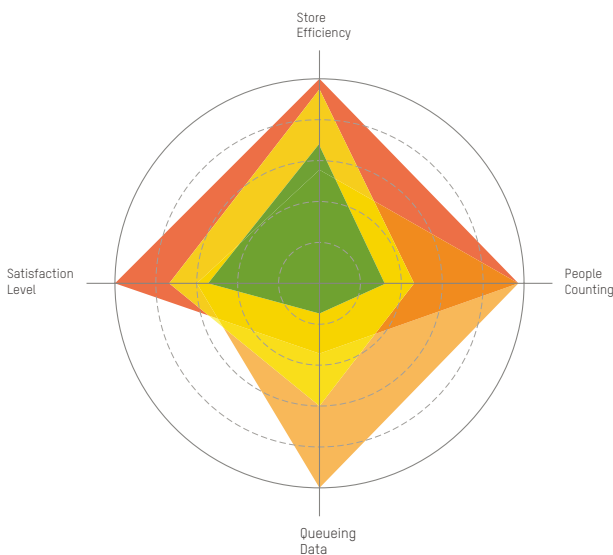
System Integration to provide best data analysis



Typical POS reports include:

- Transaction Reports
- Commodity Sales Volume
- Top Sellers
- Conversion Rates

DATA FUSION CUSTOMIZATION



EFFICIENT STORE
High staff efficiency

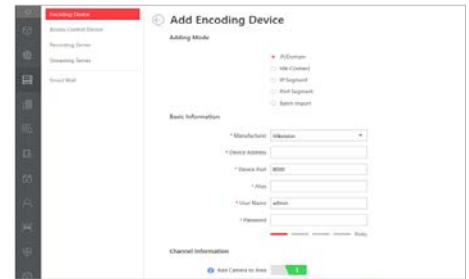
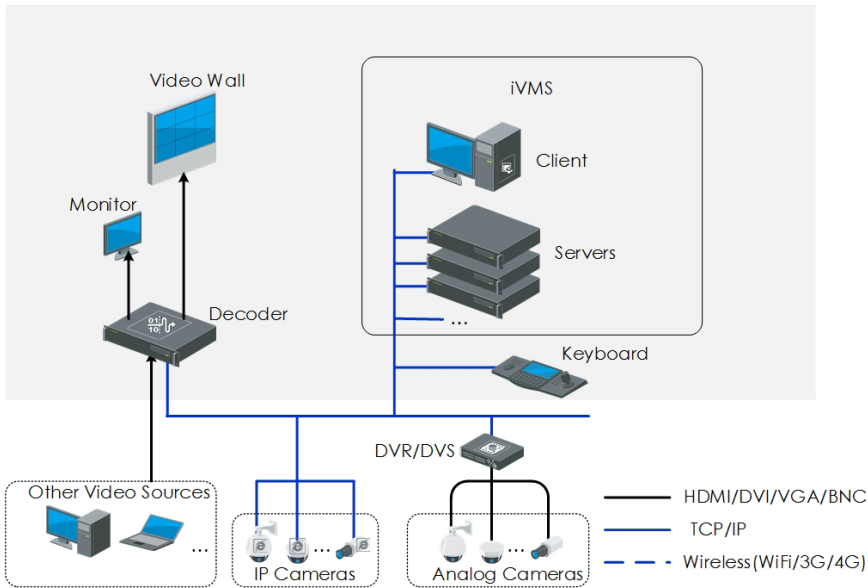
BUSY STORE
Increase service personnel and improve customer service.

EASY STORE
Store location may not be a good choice

INEFFICIENT STORE
Improve efficiency of customer service immediately

Based on people counting and queue management analyses, users can enhance operation management efficiency at their stores and clearly distinguish which areas require improvement.

INTEGRATED MANAGEMENT ARCHITECTURE



THE RETAIL SOLUTION SUPPORTS MULTIPLE CONNECTION MODES:

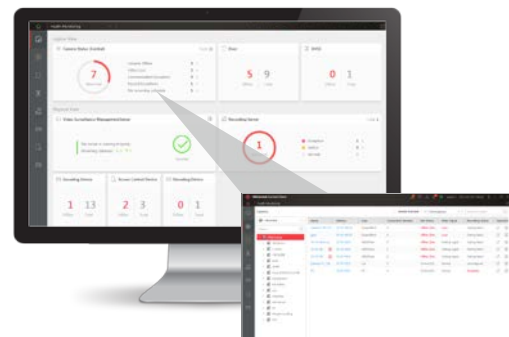
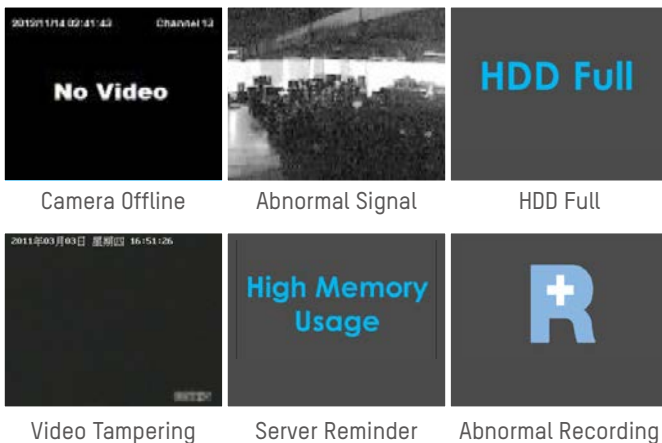
- VPN or LAN Networks
 - IP / Domain
- Dynamic IP in Internet Networks
 - Hik-Connect

MAINTENANCE

Centralized display of general system health appears on the dashboard for up-to-the-minute status reporting.

Possible problems associated with the system:

Quickly locate anomalous servers and devices via the related link to expedite problem resolution





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Distributed by



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