



# ENSURING CONTINUITY AND SAFETY

## PEOPLE FLOW MANAGEMENT IN RETAIL

## TYPICAL SCENARIO

Retail serves a variety of purposes in local neighborhoods and accommodates heavy traffic of both customers and employees on a daily basis. Today, employees have the additional challenge of helping crowds maintain a safe social distance to minimize unnecessary risks. It is also necessary to maintain situational awareness in the center and respond quickly in emergencies. With many pedestrians and multiple entrances, it is not easy to set up systems to manage the flow. But with Hikvision's customized solution, retailers can overcome these challenges. The solution, which can be effectively applied to flow control and accurate detection of contact distances, contributes to a safer environment and a better shopping experience for customers. In addition, it is increasingly important to map visitors and patterns using Business Intelligence solutions so that the shop floor, staff and merchandise can be deployed more efficiently.







## SOLUTION STRENGTHS

Ensuring safety begins outside the shop or shopping center. This is where flow control starts - the use of anonymized people counting technology, which has proven itself on the market to make customer flow management easy. Another important part of keeping people safe happens at the entrance - real-time mask monitoring. In this modern age, where wearing masks is sometimes mandatory when entering public areas such as shopping centers, it is important to see if people are following the rules.

Crowds can also be a safety issue. In order to maintain a safe distance in a building, it may be necessary to control the number of visitors allowed to enter the building and/or area. Visitor density monitoring provides a simple, practical way to manage customer numbers in key areas. It can be used by retailers to monitor a situation, but also by visitors to know if it is safe to enter, when combined with digital signage monitors. This can also help retailers comply with local regulations.

All this provides a variety of valuable data. To make it useful to the business, it must be processed and analyzed (centrally). With this solution, data managers can anticipate the current (emergency) situation in real-time. At the same time, these solutions can be used for marketing purposes. These so-called Business Intelligence solutions provide more insight to create a more efficient and profitable process for the retailer.

# ENTRANCES



**Mask Detection**



**People Counting**



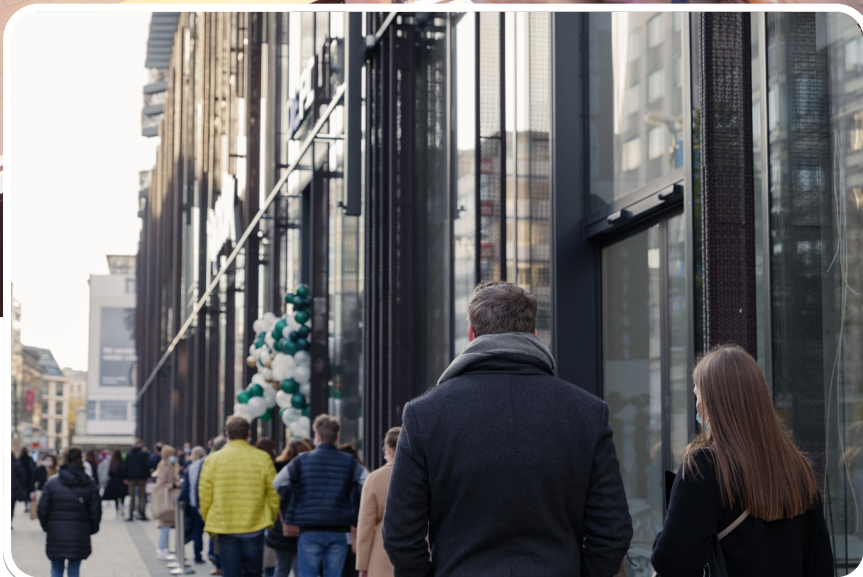
**Digital Signage**

During a health crisis, it is necessary to be able to detect masks at entrances in advance. Hikvision's surveillance solution is faster, easier and safer to monitor people passing through the entrance to check if they are wearing face masks, and to remind them if they are not. In order to control the flow more easily and build a safe environment in shopping centers, the number of customers must be monitored effectively. With Hikvision cameras - which can also count people - the number of people entering a shopping center through entrances and car parks can be tracked in real time. In addition, they can be used for accurate marketing, with analysis of customer characteristics and VIP and potential customer analysis.

For the entrance of individual shops, Hikvision's flow control element provides a monitoring solution to control the numbers of people entering the shops, giving alerts when numbers go above a predefined level, for example. The information can be displayed on digital signage screens, for scenarios where transparency and public awareness are key.



# COUNTERS



**Area Density Monitoring**



**Queue Management**

Defining a specific area to monitor the number of people can be critical for stores in situations where specific regulations must be met. With Area Density Monitoring, selected areas can be configured for this purpose. Whenever an area gets overcrowded, which can lead to potentially dangerous situations, a notification is immediately sent to a central management platform for quick and easy follow-up.

Queue detection technology can be used to alert management in real time if queues become too long. Based on both real-time and historic data, retailers can flexibly organize the right amount of checkouts to be opened at the right time, to increase store efficiency and improve customer satisfaction.

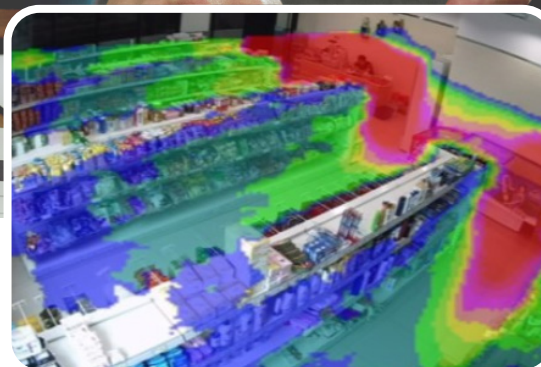




## MANAGEMENT OFFICE



**Business Intelligence**



**Heat Mapping**



**Centralized Management**

In the management office, managers and security staff can view statistics and records of all connected areas in real time through Hikvision's central management platform, including temperature and mask status statistics, employee attendance reports and flow control status at multiple locations. HikCentral can be configured to create instant popups and other notifications upon detection of individuals without required face masks, social distance violations, etc.

Retailers are also able to visualize all kinds of data coming from the Hikvision cameras and sensors placed throughout their stores. This allows them to improve store efficiency, for example through the visualization and analysis of people counting data, but can also help them enact data analysis-based precision marketing through floorstore heat mapping. The Hikvision central management platform enables true business intelligence.



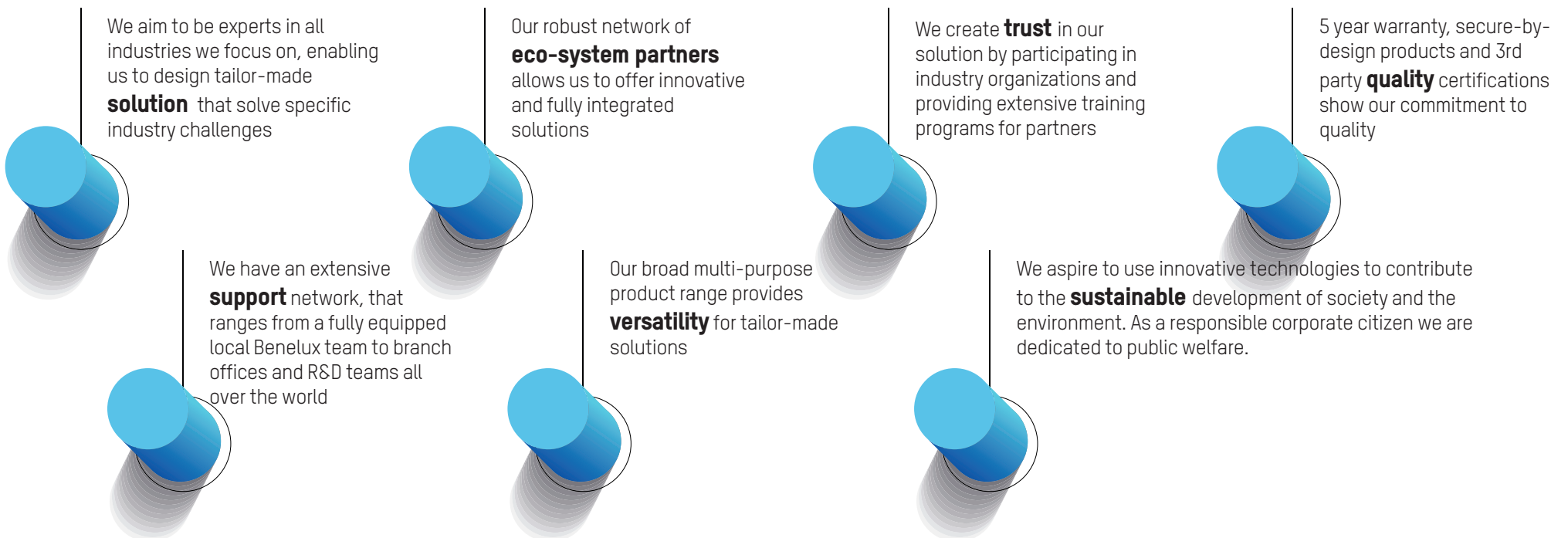
## About Hikvision

Since 2001, Hikvision has grown from being a single-product supplier to the world's leading provider of security products and solutions. From the early digital age to today's intelligence era, we have seized every opportunity to advance the industry with our innovative technologies. And venturing into new areas of inspiring technology – such as Artificial Intelligence, cloud computing, and the fusion of Deep Learning and multi-dimensional perception technologies, to name a few – Hikvision leads the security industry as an IoT provider with video as the core competency. Now we have brought these innovation to the retail market, combining them with partner technologies to provide state-of-the-art solutions.

## Hikvision Partner Ecosystem

Hikvision believes that close collaboration with its ecosystem of partners can further accelerate innovation, while also securing maximum value creation for its customers and their communities. A cornerstone of the ecosystem is the Technology Partner Program (TPP). Together, Hikvision and its technology partners combine expertise, skills, technological understanding, and industry focus to deliver optimum solutions, expand business scope, and increase profitability. The integration of Hikvision's innovative video technology with the technologies born out of these programs offers end-user customers with secure, customized solutions.

## Why Hikvision?



## **ENSURING CONTINUITY AND SAFETY**

### **FLOW CONTROL SOLUTIONS FOR SHOPPING CENTERS**

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