



HIKVISION:
**Protecting
Profits In
Today's Food
Service Industry**

An Overview of Hikvision's Integrated Security Solutions
for Quick Service Restaurants (QSR)

HIKVISION®



Technology for QSR Challenges:

Ensuring Security and Enhancing Customer Experience

Retailers in North America face unique and growing challenges every day.

In the digital age, mobile access has changed how customers shop, creating an expectation for expedited service on everything, including food service. Quickly providing an accurate order and ensuring quality is key to customer satisfaction.

Today, customers use their mobile devices to access discounts and coupons at the push of a button, and they use digital food delivery services, which incur fees and affect profit margins. Franchise owners are left with trying to do more with less.

Hikvision security solutions can improve internal record-keeping and track employee activities across multiple locations at one time (i.e. drive-thru and kitchen) to ensure work efficiencies, conduct, safety and attentive customer service.

Hikvision technology supports greater safety and security and liability management, allowing franchise owners to improve operations and better protect their bottom line.

SECURITY SYSTEMS THAT ENSURE SAFETY OF EMPLOYEES, CUSTOMERS, AND ASSETS

Any retailer is vulnerable to internal and external factors that affect customer service, overall safety, and profits. Hikvision is leading the security industry, providing technology that deters theft and provides valuable business intelligence for improved operational efficiencies and customer experience. Hikvision security solutions are designed to ensure the safety of employees, customers and assets, and also provide:

- Technologies to deter and reduce theft, vandalism, and violence
- Industry-leading analytics and Deep Learning technology to deliver actionable business data for operations, marketing, and loss prevention
- Tools to optimize the customer experience and help build brand loyalty

Restaurant Security Solutions to Maximize Profits for Small and Large Franchises

Whether you own a single QSR location or hundreds, Hikvision has a suite of solutions that allow franchise owners to maximize profits, ensure high quality customer service, and manage safety and security concerns. Enterprise-wide management of restaurants from a centralized location is achieved with Hikvision's Central Management System, HikCentral. A fully scalable centralized monitoring system, HikCentral provides long-term sustainability and supports cutting-edge analytics such as human and vehicle detection, people counting, behavior detection, facial recognition capabilities, and point-of-sale integration. This robust platform meets the needs of budget-conscious retailers.

Proactive health monitoring facilitates continuous system operation and provides alarm notifications and access to key video via mobile phone or tablet.

In addition to centralized management, Hikvision's wide array of cameras meet many QSR needs with turret, dome, and bullet models. Specialty cameras such as thermal, multi-imager, fisheye, mini-multi sensor and mini PTZs offer multiple options designed to meet a franchise owner's specific needs. DarkFighter technology provides clear, color images in extreme low light conditions, capturing parking lot events even with poor lighting conditions.

Hikvision provides a comprehensive portfolio of security products aimed at protecting franchisee profits.

KEY BUSINESS DATA FOR MARKETING, OPERATIONS, AND LOSS PREVENTION

Hikvision's robust suite of retail-centric features provides a myriad of data to further improve operational efficiencies and ensure customer satisfaction. Features include:

- HikCentral CMS: Capable of managing video across multiple store locations
- Customer Heat Mapping: Indicates high traffic areas for marketing optimization
- Line Queueing: Provides data for customer wait times, optimizing staff levels, and ensuring a high level of customer service
- People Counting: Conversion data to assist operations in managing labor allocation at peak service times as well as maximizing upsell opportunities
- Point-of-Sale Integration: Integrate in-store video with POS data for transaction verification and prevention of costly customer exceptions
- Facial Recognition: Highly accurate facial recognition capable of identifying known criminals, trespassers or repeat shoplifters as well as provide frictionless access control for employees.
- Human/Vehicle Detection: Delivers extremely accurate alerts by eliminating motion sources other than humans or vehicles, depending on settings.
- DarkFighter Technology: Provides clear images in low light conditions such as parking lots and dumpster areas.

HIKCENTRAL CENTRALIZED RETAIL ECOSYSTEM



Broad Area Surveillance Applications



MAP LEGEND

01 Restaurant Entrances/Exits:

LightFighter camera technology allows for clear visibility and excellent video quality, even in harsh sunlight and high contrast conditions.

02 Server Room and Cash Room:

Ultra-low light cameras with DarkFighter technology capture highly sensitive areas. Access control can restrict access to servers, cash rooms, and other sensitive areas.

03 Food Prep and Storage Areas:

Stainless cameras and compact domes rated for varying conditions such as heat, cold, and moisture can operate effectively in the kitchen and food storage locations. Low cost thermal cameras can detect temperature changes and provide alerts when conditions become hazardous or have the potential to threaten assets.

04 Stock Rooms/Deliveries:

High resolution cameras paired with edge analytics provide detailed content for shipment and stock verification on-site or remotely via a mobile device.

05 Corridor Views:

Hikvision's mini camera is discreet and features 90-degree rotation mode for vertical-perspective, enabling capture of human activity and limiting wall coverage.

06 Parking Areas:

DarkFighter, ultra-low light, four-in-one imaging cameras cover the entire parking area, producing superior video and images with fewer cameras. This saves on installation costs and maintenance while providing adequate coverage for slip and falls or vandalism.

07 Drive-Thru:

LightFighter cameras provide video clarity even when the scene is disrupted by vehicle headlights or other sources of over-exposure.

08 Restaurant Dining Area:

High megapixel fisheye cameras provide wide area surveillance across open floor plans, capturing and storing detailed images of patrons that are available for retrieval when needed while also ensuring privacy protection.

09 Trash Compactor/Dumpster Areas:

Hikvision's AcuSense and ColorVu technologies deliver accurate human detection and filter out other causes of motion, helping to detect dumpster diving or employee theft activity.

10 Access on the Go:

Hikvision provides ease-of-viewing for busy franchise owners, with live video, alarm notifications, and system health check status available on mobile phones or tablets.



EXTREME LIGHTING CONDITIONS: Hikvision's patented, award-winning DarkFighter technology provides clear, color images in low light conditions. Hikvision's LightFighter technology delivers clear, high quality images in overexposed lighting conditions. DarkFighter and LightFighter technology is available in many of our security solutions, including fixed, pan/tilt/zoom, and wide area cameras.

AESTHETICS: Compact mini domes and fisheye cameras—some available in black or white housings—are perfect for retailers seeking to blend security with store aesthetics, while achieving high resolution video and images.

PARKING LOT AREAS: Parking lots pose unique security challenges due to their size and poor lighting conditions. Hikvision's PanoVu multi-sensor panoramic cameras address these challenges and are suited for vast coverage applications. PanoVu cameras process and stitch multiple images together for high resolution panoramic views, enabling franchisees to cover a wider area with fewer cameras.

HEIGHT STRIP CAMERA: Integrated covert camera embedded in the height strip for efficient identification of perpetrators exiting the store.

RETAIL-CENTRIC ANALYTICS: Hikvision features a wide range of analytics focused on the QSR retail environment, including: queue monitoring to meet customer service expectations; highly-accurate people counting cameras for sales conversion and staffing metrics during peak service hours; and heat mapping to identify high traffic areas for marketing optimization. These analytics, coupled with point-of-sale integration, marry video footage with register exception reporting to provide a robust set of useful analytics.

FEATURED PRODUCTS

DarkFighter/LightFighter Technology



Compact Mini Dome



PanoVu Multi-Sensor Dome



Height Strip Covert Camera



Fisheye Camera



Dual Lens People Counting Camera





Meet Budget Requirements with Hikvision's Value and Cost Savings

DO MORE FOR LESS:

Hikvision's value line of cameras, DVRs and NVRs allow franchise owners to deploy more technology while meeting budget requirements. Providing this level of savings coupled with Hikvision's less than one percent technology failure rate ensures franchisees have access to the finest full-coverage security system.

NO SOFTWARE MAINTENANCE FEES:

Unlike traditional video management software platforms that charge expensive annual software maintenance fees for access to the latest versions and feature sets, Hikvision does not charge franchise owners fees when they use HikCentral to manage multiple store locations. This benefit translates to an annual cost savings of thousands of dollars that can be reinvested into the franchise owner's business.

HD OVER COAX SOLUTIONS:

TurboHD with resolution ups to 4K, facilitates the move to high definition video by utilizing existing coaxial cable infrastructure, saving time and money. A TurboHD solution can often save up to 30 to 50 percent when compared with a similar IP conversion project.

RETAIL-CENTRIC ANALYTICS:

Robust edge analytics are included in Hikvision cameras to enhance system productivity. These standard analytics coupled with Hikvision's retail-centric analytics such as queue monitoring, people counting, heat mapping, and POS integrations, ensure efficient restaurant operations.

H.265/H.265+ COMPRESSION:

H.265 compression reduces video bitrate streaming between 60 to 80 percent over the current H.264 industry standard. Leveraging H.265 and H.265+ greatly reduces network bandwidth usage and lowers storage requirements, leading to significant cost savings and better video transmissions over limited bandwidth. This provides a lower infrastructure investment that delivers high quality video.

POINT-OF-SALE INTEGRATION:

Leveraging the HikCentral software platform to manage multiple store locations can potentially boost profits. The cloud-based point-of-sale integration merges POS data with associated video, providing better visibility into financial transactions. Utilize exception reporting to view trends and identify potentially fraudulent activity.



Committed to the utmost quality and safety of its products, Hikvision encourages partners to take advantage of the many cybersecurity resources we offer including the Hikvision Cybersecurity Center. In 2018, Hikvision opened the industry's first Source Code Transparency Center (SCTC) lab in California. The facility is accessible to U.S. and Canadian government and law enforcement agencies to review the source code for cameras and recorders currently sold in North America.

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