



OV[®]: RETAIL



Customer safety, loss prevention, merchandising and operational efficiency are effectively supported by ObjectVideo's ability to analyze and report on video-generated data.

ObjectVideo's retail solution identifies events at the register that correlate to loss, track and calculate the effectiveness of merchandising displays, monitor unauthorized door access, detect suspicious people or vehicles loitering in the parking lot, and count store traffic and checkout queues in order to optimize staffing.

OV: Retail helps retailers in four key areas:

LOSS PREVENTION

ObjectVideo technology can be used to look for several behaviors indicative of customer or employee theft:

- : Left packages outside the back exit
- : Personal vehicles in loading docks
- : Extended loitering within store
- : Stopped/loitering vehicles
- : Entry to a "returns" line from within the store
- : Person running out of store/sudden exit
- : Stockroom/warehouse inventory monitoring
- : High theft item monitoring
- : Objects removed from shipping/receiving areas
- : Unauthorized access to counter/display areas

PUBLIC SAFETY AND LIABILITY

Public safety is a non-theft issue that is top of mind for retailers, examples include dark parking lots at night, or customers slipping & falling in store aisles:

- : Vehicles speeding in parking lots
- : Stopped vehicles in fire lanes
- : Gangs or groups of people forming
- : Spills/items left behind in aisles
- : Objects blocking fire exits

PHYSICAL SECURITY

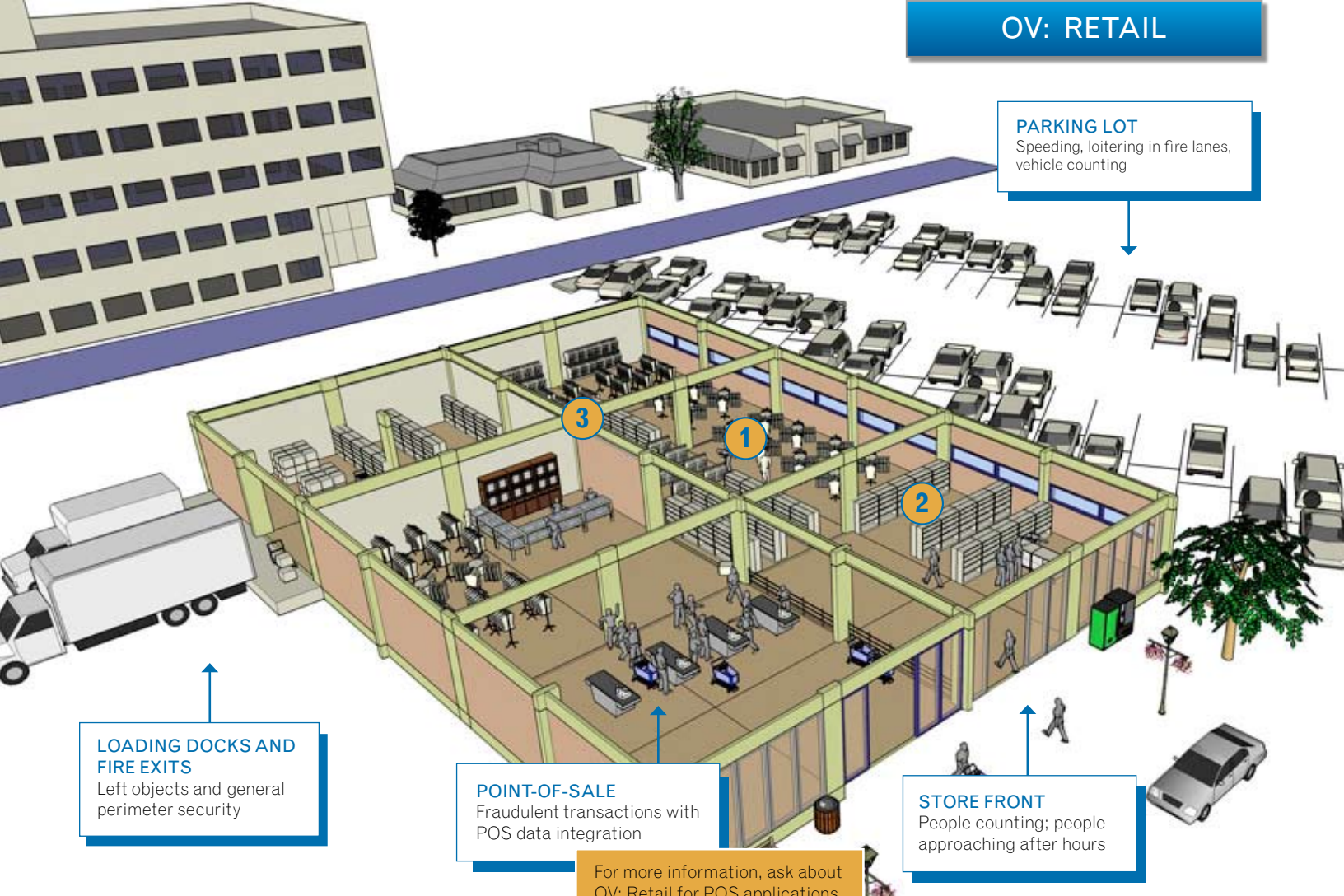
A retail operation may include a store and warehouse, which requires constant security surveillance to protect inventory and other assets against loss:

- : General perimeter protection (after hours)
- : Loitering anywhere
- : Unauthorized entrance through fire doors
- : Loading dock security
- : Vandalism
- : Vault access (via access control system integration)
- : Camera tampering
- : After hours people detection

BUSINESS INTELLIGENCE

ObjectVideo intelligence can generate business data about each object that moves through a store which can be used for merchandising or real-time event counting.

- : High value or promotional item monitoring
- : Display/shelf space effectiveness (comparison of normal traffic patterns to people who stop in front of a particular product or display)
- : People counting (in and out of store; into promotional areas)
- : Vehicle counting for parking lots and garages
- : Forensics analysis of data to determine trends and patterns of customer behavior



LOADING DOCKS AND FIRE EXITS

Left objects and general perimeter security

POINT-OF-SALE

Fraudulent transactions with POS data integration

STORE FRONT

People counting; people approaching after hours

For more information, ask about OV: Retail for POS applications

OTHER SCENARIOS

1 Aisles and Displays

Left objects in aisles; traffic flow around displays

2 Returns Line

Entering returns line from within the store

3 Merchandise Counters

Crowding or unauthorized access behind counter

MAXIMUM VALUE THROUGH INTEGRATION

Retailers use ObjectVideo to detect events for security, people counting, left or stolen objects, and more. Intelligent video analytics, however, is just one layer within an overall retail video surveillance system. But integrate that video analytic output with in-store systems and data streams and you create the next generation of intelligent enterprise solutions for loss prevention and operational business efficiency.

Some solutions for Retail that can leverage analytic integration for maximum value include:

- : Retail point-of-sale applications to identify employee shrinkage by visually verifying customer presence during refunds, or verifying manager presence during certain transactions that require manager override
- : Product sales data to compare to human traffic patterns and calculate product conversion rates
- : Access control systems to detect "tailgating" or other unauthorized entry into secure areas within a store, warehouse, office/vault room, etc.
- : Video management and storage systems to enable alert-driven video delivery, storage and central monitoring

CONTACT US

ObjectVideo delivers an enterprise-level video analytics solution for the Retail industry, generating data in real-time for loss prevention, marketing, and security personnel.

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