HIKVISION:

# Delivering Success in Today's Retail Environment

An Overview of Hikvision's Integrated Retail Security Solutions

**HIKVISION**®

# Technology for Retail Challenges:

## Business Intelligence for enhanced security and customer experience

Retailers face unique and growing challenges every day. In the digital age, mobile access has changed how customers shop. Instant access to market-wide price comparisons, available inventory, discounts and coupons have all affected retailer profits. The need to do more with less is increasingly important.

Hikvision security solution enable retailers to tackle safety and security, loss prevention, marketing and operational efficiency. Shoplifters, internal theft, and safety issues such as slip and falls or acts of violence can be addressed with video surveillance.

Now, business intelligence can provide additional data to help retailers improve efficiency and gain customer loyalty by catering the shopping experience to their interests.

### 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

# Helping Small & Large Retailers Maximize Profits

Whether you are responsible for a single retail store or thousands, Hikvision has a suite of solutions to help retailers maximize profits, ensure high quality customer service, and manage safety and security concerns. Enterprise-wide management of your stores from a centralized location is achieved with Hikvision's central management software system, HikCentral. A fully scalable system, HikCentral provides long-term sustainability and supports cutting-edge analytics such as human and vehicle detection, people counting, behavior detection, facial recognition, 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 unique retail industry requirements with turret, dome, and bullet models. Specialty cameras such as thermal, multi-imager, fisheye, mini multi-sensor and mini PTZs offer additional options. DarkFighter technology provides clear, color images in extreme low light conditions, capturing parking lot events with poor lighting conditions.

Hikvision's comprehensive portfolio of security products is aimed at protecting retailer 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 (Central Management System): 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 (POS) 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 providing 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



| Fisheye Surveillance | POS Integration | Video Wall | Retail-Centric Analytics |

**HikCentral CMS**

| Facial Recognition | People Counting | Wide Area Surveillance | DarkFighter™ Camera |

# Broad Area Surveillance Applications



## MAP LEGEND

**01  Store 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  Sales Floor:**
High megapixel fisheye cameras provide wide-area surveillance across open floor plans.

**04  Stock Rooms/Deliveries:**
High resolution cameras paired with edge analytics provide detailed content for shipment and stock verification on-site or remotely via 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 technology, and  multi-sensor 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  Trash Compactor/Dumpster Areas:**
Hikvision's AcuSense and ColorVu technologies deliver full-color, accurate human detection and filter out other causes of motion, helping to detect dumpster diving or employee theft activity.

**08  Warehouse Fulfillment Centers:**
IP intercom, facial recognition, and access control for robust coverage of vast warehouse space. TurboHD for high megapixel quality over existing,  intricate coaxial infrastructure typically found in warehouses.

**09  Access on the Go:**
Hikvision provides ease-of-viewing with live video, alarm notifications, and system health check status available on mobile phones or tablets.

## FEATURED PRODUCTS

**DarkFighter/LightFighter Technology**



**HDMI Camera**



**Compact Mini Dome**



**PanoVu Multi-Sensor Dome**



**Height Strip Covert Camera**



**Fisheye Camera**



**Dual Lens People Counting Camera**



**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 retailers to cover a wider area with fewer cameras, requiring fewer cables.

**HEIGHT STRIP CAMERA:** Covert camera integrated 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 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 useful business data.

# Hikvision's Value and Cost Savings

**DO MORE FOR LESS:**
Hikvision's value line of cameras, DVRs and NVRs allow retailers 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 retailers have access to the finest full-coverage security system.

**NO SOFTWARE MAINTENANCE FEES:**
Unlike traditional central management software platforms that charge expensive annual software maintenance fees for access to the latest versions and feature sets, Hikvision does not charge retailers fees when they use HikCentral to manage multiple store locations. This benefit translates to an annual cost savings of thousands of dollars.

**HD OVER COAX SOLUTIONS:**
TurboHD, with resolutions up 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 operations.

**H.265+ COMPRESSION:**
H.265+ video compression technology 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 (POS) 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 online Hikvision Cybersecurity Center. In 2018, Hikvision opened the industry's first Source Code Transparency Center (SCTC) 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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