

Video Security with Integrated Business Intelligence for Retailers

Integrated Point of Sale (POS) features, combined with on-board image and data analysis provide both security and value-added business intelligence.



Foto: © zhu dffeng / Fotolia.com

Retail with POS (Point Of Sale) Integration

Challenge

Perfect Overview, Prevention and Safety

According to recent studies for retail operations, the so-called annual inventory differences, which are irregularities caused by theft, fraud, manipulation of customers, employees and suppliers, just in Germany alone, amounted to almost four billion Euros ¹. With the investment of more than one billion euros in prevention and security measures, the use of intelligent video security in

the retail sector is becoming increasingly important. However, modern IP video solutions can provide much more than just theft prevention or video evidence. Besides typical security coverage, an intelligent IP video solution from MOBOTIX will open up completely new perspectives for the retail industry.



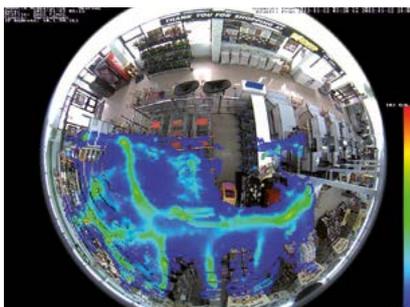
Original image of a MOBOTIX i25 indoor camera, 180° panorama image



Original image of a MOBOTIX p25 indoor camera

Intelligent IP Video Solutions

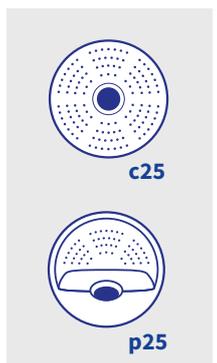
Safeguarding of Sales and Minimizing Costs



Original image of a MOBOTIX c25 hemispheric indoor camera with heatmap

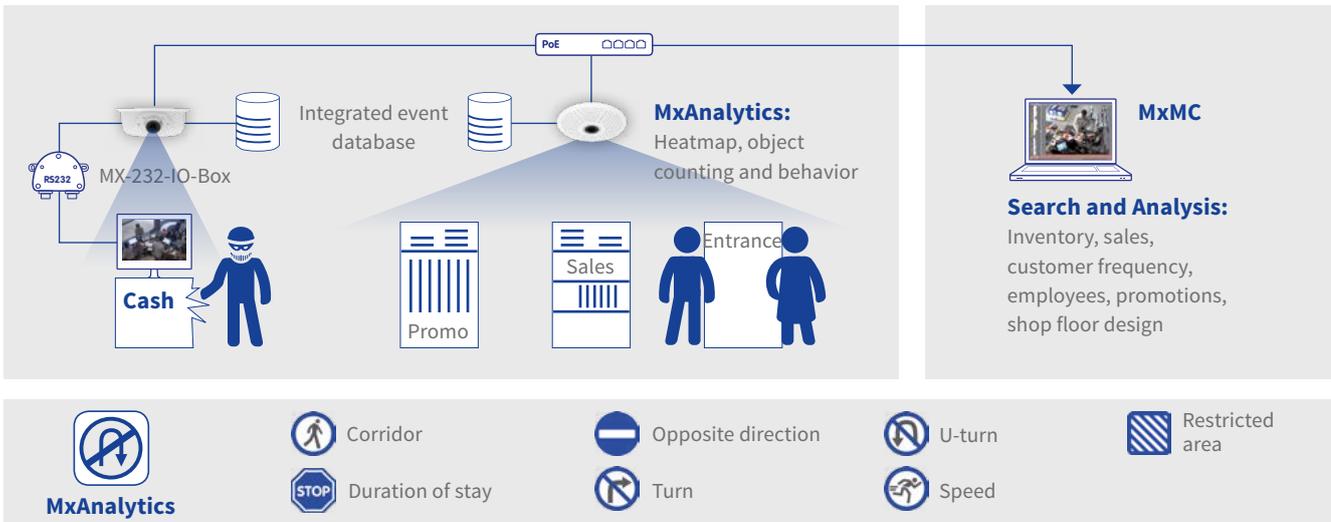
The new and competitive indoor models, supporting all outstanding MOBOTIX features, are ideal for retailers. Due to short distances in indoor environments, the MOBOTIX Hemispheric technology is perfect to achieve 360° or 180° panorama coverage without any blind spots. The intelligent image correction is done inside the camera, thus achieving the best image quality without the high bandwidth traffic.

The c25 is the smallest and most discreet hemispheric MOBOTIX camera, easy and quickly to install. The p25 is a ceiling camera which can be aligned and covers, with the 103° lens, a complete room in high resolution without any blind spots. A hemispheric version is available as well. All indoor models are supported with On-Wall Kits to cope with all surfaces.



Optional Video Analysis Inside the Camera

The c25 delivers both object or people counting and heatmap representation of movements, and is therefore particularly interesting for the deployment in retail, exhibitions or public buildings. In addition, moving patterns of people like duration of stay, opposite direction, turns and exceeding speed limits as



well as movements into restricted areas can trigger alarms. MxAnalytics requires no additional software or infrastructure.

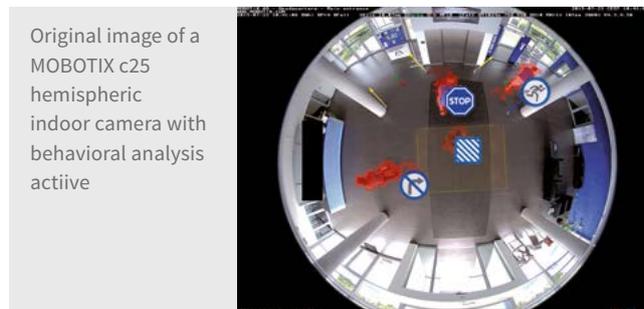
Optimization of Sales

Due to the perfect overview, additional data acquired from heatmaps and cash transactions, it is possible to improve workforce deployment, design of the shop interior, as well as the placement of advertisements and offers in every retail environment. Business intelligence data delivered from the intelligent camera system will ultimately increase sales while minimizing costs.

Perspective:

Video Based Inventory Analysis with MxPOS

In the future MOBOTIX ManagementCenter (MxMC) provides search and sort functions of transaction data created by the POS system. Cash transactions can be analyzed by items, price or staff member. MxMC will offer the image and video of the related transaction analysis and key word search.



Modern Video System Safeguards High-End Jewelry

Trust – along with appearance – both play a key role in the world of exclusive watches and jewelry. This is also the case for Meiller Jewelers in Schwandorf, Germany.

“The resolution of the video systems was very good, and the details were easy to make out – even in backlight situations,” Roland Meiller, owner of Meiller Jewelers said. „Another criterion was the design of the cameras. Their design is very discreet, making the cameras on the ceiling hardly noticeable.”





MOBOTIX has developed and manufactured IP video systems, video management and analysis software in Germany since 2000.

MOBOTIX stands out for its **high level of reliability**. All outdoor cameras are subjected to a stress test for temperatures between -30°C and +60°C (-22°F and +140°F). Without additional components, without heating or cooling and with no moving parts (for example auto iris), they are virtually maintenance free.

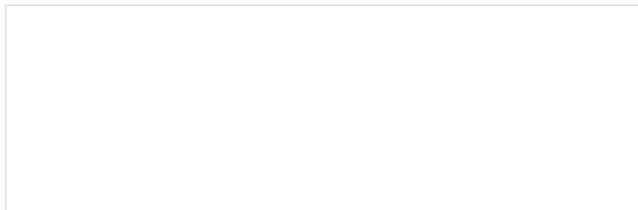
MOBOTIX delivers a **perfectly matched package**, starting with the microSD card for storage management and HD audio (microphone and speaker) with VoIP telephony through video analysis, a professional video management system and motion detection software reducing false alarms.

The **decentralized architecture** means that a central computer is not required and the network load is minimal. The intelligent cameras from MOBOTIX process and store image data themselves, trigger events and, in the event of remote access, manage the frame rate and resolution depending on the available bandwidth.

The **6MP Moonlight sensors** and complementary **thermal imaging technology** ensure reliable detection of moving objects, even under the most challenging light conditions and over long distances. As a result, it is possible to cover large areas with just a few cameras. Less power cabling, less IT infrastructure and fewer additional light sources are needed. MOBOTIX cameras are powered using standard PoE and do not require more than 4-5 watts.

An intelligent IP video system from MOBOTIX allows you to **reduce total costs**. The investment pays for itself after a short time and the free-of-charge software and updates ensure it is a future-proof investment.

Retailer information

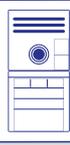


Outdoor Dual Lens			Thermal	
M15 AllroundDual	S15 FlexMount	D15 DualDome	M15 Thermal	S15 DualThermal
				
Robust for extreme conditions	Flexible dual camera	Modular dual camera	Thermal dual	Thermal dual

Outdoor Single Lens			
M25 Allround	S15M FlexMount	Q25 Hemispheric	D25 Dome
			
Robust for extreme conditions	Discreet, video analysis	Discreet, video analysis	Modular Fix dome

Indoor			
i25 Panorama	c25 Hemispheric	p25 Allround	v25 MiniDome
			
180° hemispheric	Discreet, video analysis	Modular ceiling camera	Vandalism camera

Door Modules			MxDisplay+
Camera	BellRFID	Keypad	Remote Station
			

Door Sets			
Double Frame		Triple Frame	
			

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