

# Connection. Protection. Perception.

Hikvision Smart Retail Solution



**HIKVISION**<sup>®</sup>

# Solution Overview

As a retailer, you're faced with unique challenges every day. While you are figuring out how to stop shoplifters and shrinkage, making sure customers have a great in-store experience becomes a pressing issue, especially when you run several stores across dispersed locations...and then some of your staff begins complaining about the shift schedule!

All these details define critical elements in improving your retail business. Now, you just need the right measures and tools. Hikvision's retail solution digs into your essential needs and empowers you with unparalleled capabilities to Connect, Protect, and Perceive for smart, fluid operations.

Hikvision's solution caters to businesses big and small – from a convenience store to a spacious shopping mall – that share the need for smarter operations, better security, and more insightful business. Knowing the specific needs, Hikvision offers bespoke solutions that answer the most concerning questions.

Find out how our retail solution helps you from Connection to Protection, and then to Perception.



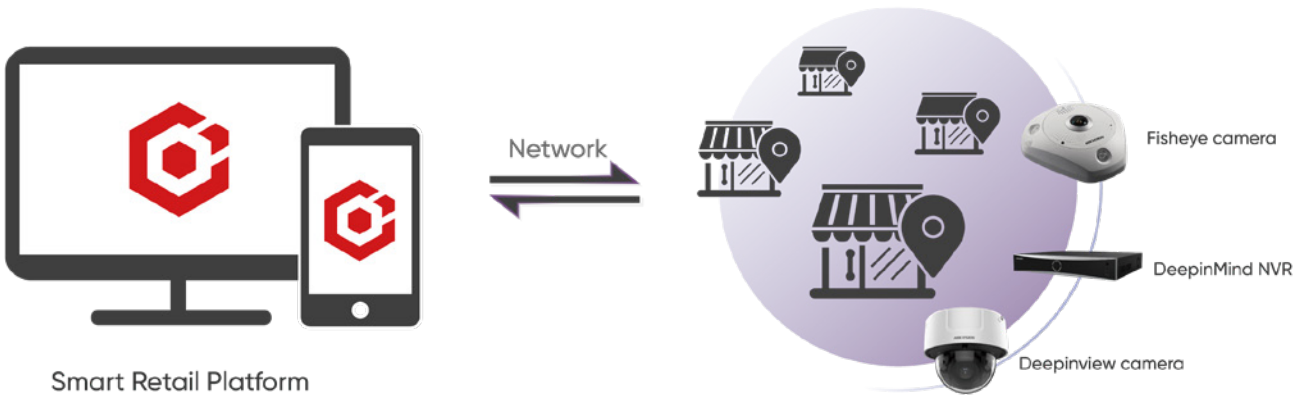
A man with curly hair and a beard, wearing a grey t-shirt and a striped apron, is smiling while looking at a tablet computer. He is standing in a cafe or kitchen setting, with a coffee machine and a water tap visible in the background. The lighting is warm and focused on the man. A large, semi-transparent purple circle is overlaid on the bottom left of the image, containing the text.

# Connection

Connected stores, powered by Hikvision's Smart Retail Solution, not only have the ability for high-level security but also can leverage standards across branches to build brand and protect profits.

## Connect Your Stores and Staff

The HikCentral Enterprise-Retail platform software enables complete visibility and remote check-in of all your retail locations any time, from anywhere. It serves as a single touchpoint for live video feeds, event notifications, and centralized management, and keeps your staff connected.



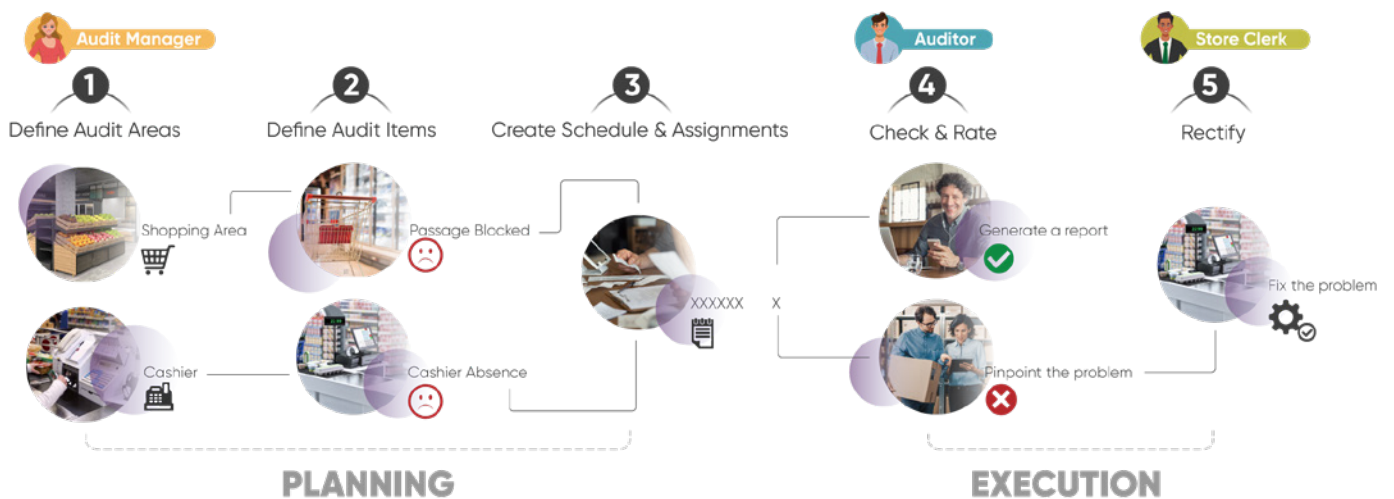
## Visualize Device Maintenance

You can monitor the health of your in-store security devices on the HikCentral Enterprise-Retail platform dashboard. You can also customize the frequencies of automated system inspections. The system will send an instant email notification once a security camera is identified as offline.



## Standardize via Remote Audits

Audits are necessary, but are often beset by high labor costs, management vulnerabilities, and lack of further data analyses. What if you could use your security cameras for remote store audits? Now you can! And it vastly improves efficiency and standardization across your retail operations. It takes only a few steps from planning to execution.





# Protection

Hikvision's Smart Retail Solution energizes businesses with cutting edge technologies and prioritizes the protection of your customers, staff, and assets.

## Prioritize Customer Safety

Ensuring a safe shopping environment is essential. Maintaining an appropriate in-store crowd density helps keep your customers safe, while also supporting their peace of mind while shopping. Hikvision's solution provides video-based flow control so you can manage customer density, giving instant alerts when more people than planned are present at any time.

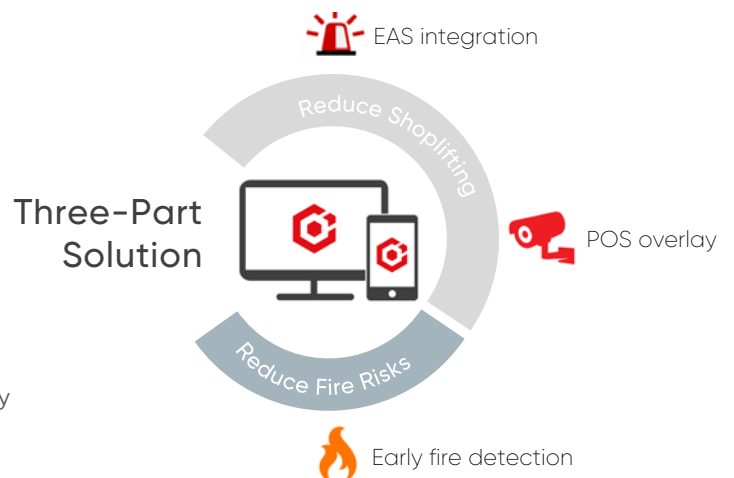


## Enable Efficient Staff Management

Hikvision provides face recognition terminals for easy and convenient staff management. They facilitate super-efficient time and attendance management of your employees. When installed in areas like the warehouse, authorized staff will enjoy the ease of touch-free access.

## Prevent Loss of Assets

Hikvision helps minimize shrinkage with a three-part solution. First, with its security cameras, Hikvision enables video verification of alarms triggered by Electronic Article Surveillance (EAS) systems or intrusion alarm systems. Second, Hikvision supports POS data overlay on video feeds, providing transaction details for convenient searches. This makes it easier to resolve disputes and reduce fraud. Third, Hikvision offers thermal cameras for early detection of fire risks with great agility. The thermal cameras also work for high-accuracy intrusion detection.

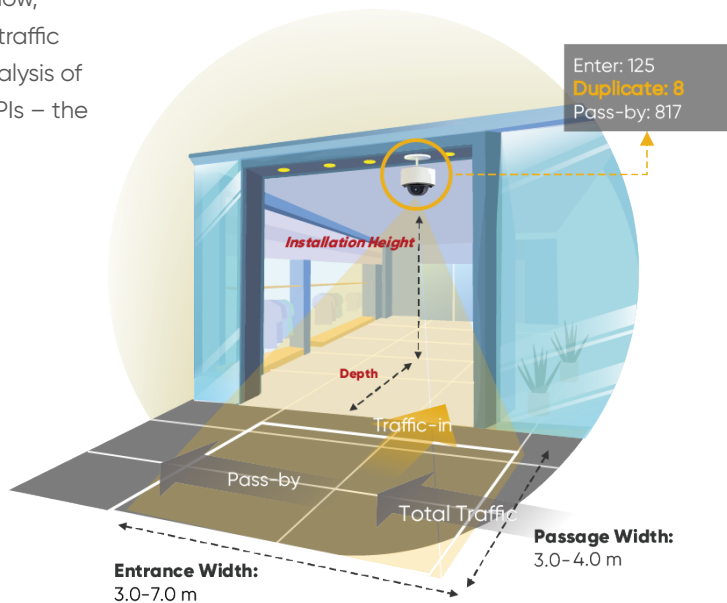
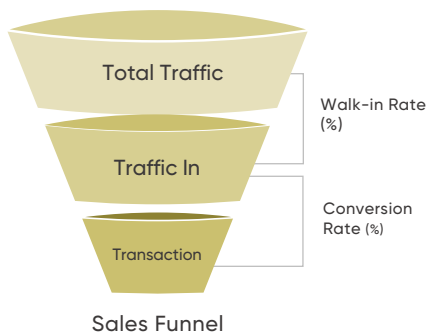


# Perception

Based on Hikvision's AI-powered video technology, you can now make full use of valuable data collected from your brick-and-mortar stores, and then visualize and utilize that data for business insights, actionable intelligence, and smarter store operations.

## Gain Insights from Offline Data

Retail stores generate huge amounts of offline data, day in, day out. A large part of that data, however, is scarcely tapped into. But now, Hikvision has enabled its security cameras to capture customer traffic data, and then use that data to create a sales funnel for the analysis of store operations. The solution continually monitors two critical KPIs – the Walk-in Rate and the Conversion Rate.





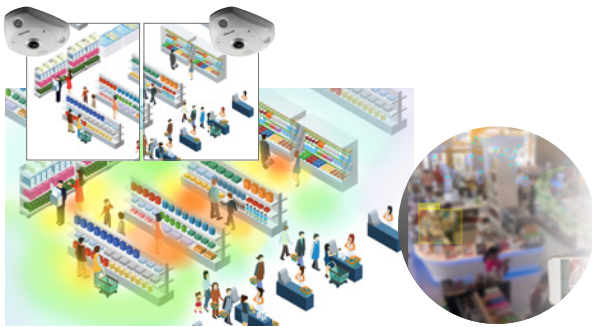
## Optimize Your Store Layout

Optimizing store layout is an important way to attract customers and keep business bustling. Hikvision helps you understand where your in-store opportunities are by visualizing shopping patterns through directional maps, dwell analyses, and heat mapping, so that you can optimize your store layout in a well-informed, targeted manner.

*Hikvision technology applications can easily answer questions like these:*

**Q1:** Which direction do most people take after entering my store?

Video-based Flow Direction Analysis enables a quick glance at the directions customers take once they enter your store. You may optimize the store layout by arranging high-margin products or promotional activities on the most popular route. After adjusting, you can compare the data to see if the optimization makes a difference or not.

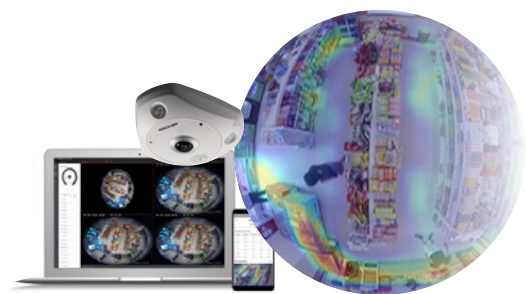


**Q2:** Is my promotional area well-received by the customers?

When displaying product promotions in a certain area of your store, you can set the promotional area as a detection zone for the cameras, getting real-time statistics of customer counts and their dwell time in that area. Area Popularity Analysis measures your promotion effectiveness so you can optimize it as needed.

**Q3:** Which shelves get the most visits?

Heat Mapping uses fisheye cameras to generate a global or area-specific map of your store, tracking people movements in colors. The deeper the color, the higher the value, which means there were more visitors or visitors stayed longer. This will help you see where your "hot areas" are.



**Q4:** Are customers waiting too long in queues?

Long wait times can have a devastating effect on your customer experience. Hikvision provides a Queue Analysis application with cameras designed to monitor in-store queues in real time and send notifications to store managers when there are too many people waiting in line.



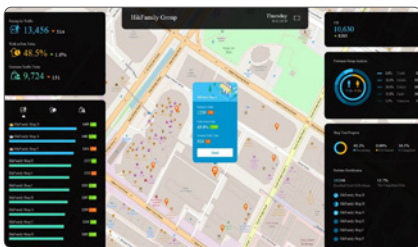
## Visualize Data

Hikvision's Smart Retail Solution also features an all-inclusive dashboard to present your perceived data in an intuitive, visualized way. The dashboard equips operations teams with a bird's eye view and multidimensional analytics. Visualized data can facilitate virtually instant optimization for better sales performance!

*Any staff person can easily get the information they need from the dashboard for their specific role.*



**Area Manager**

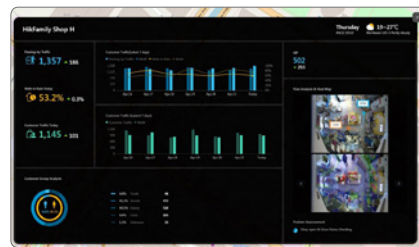


Group-Level Dashboard

- Needs a quick overview of store-to-store performance
- Creates store rankings to identify the benchmark locations



**Store Manager**

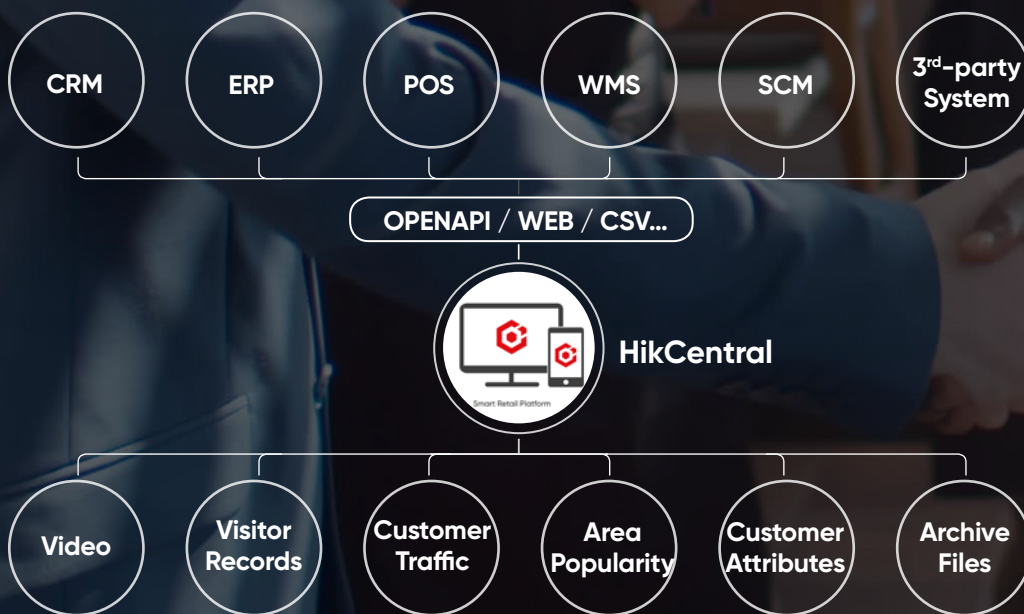


Single-Store Dashboard

- Gets real-time display of key factors for potential operational issues
- Compares data from the last 7 days to facilitate agile optimization

# Data Openness

At Hikvision, we believe in pooling our advantages with our partners' to provide the best solutions for our customers. That's why Hikvision's Smart Retail Solution features an open architecture – it enables integration with third-parties, as well as furthering data fusion for more valued and sophisticated business analytics.



# Key Product Showcase

## DeepinView Camera (Retail-dedicated)

iDS-2CD7126G0-IZS (2.8-12 mm)/Retail  
iDS-2CD7146G0-IZS (2.8-12 mm)/Retail  
iDS-2CD7186G0-IZS (2.8-12 mm)

### Parameters:

- 1/1.8" progressive scan CMOS
- Max. 2560 × 1440 @ 30 fps
- 140 dB WDR
- H.265+, H.265, H.264+, H.264 video formats
- Up to 30 m (approx. 100 ft.) IR range



### Features:

- Walk-in Rate
- Traffic Analysis
- Flow Direction Analysis
- Area Popularity Analysis
- Queue Detection



### Features:

- Heat mapping with deep-learning algorithm
- Global & sub-area heat map detection
- Heat map statistic by people number or dwell time
- Built-in microphone and speaker

## 2<sup>nd</sup> Generation Fisheye Camera

DS-2CD6365G0-I(V)(S)/Retail

### Parameters:

- 1/1.8" progressive scan CMOS
- Max. 3072 × 2048 @ 30 fps
- Up to 18 live-view modes
- Digital WDR
- Up to 15 m (approx. 50 ft.) IR range
- Built-in microphone and speaker



Features:

- BI data and image library transfer
- POS overlay

## I-Series NVRs (Retail-dedicated)

Parameters:

- 8/16/32/64 channels of network camera inputs
- H.265+, H.265, H.264+, H.264 video formats



## HikCentral Enterprise (Retail)

- **Intelligent:** One-stop operations on mobile app improves business efficiency
- **Visualized:** Full visualization of data and operations on app and web client
- **Flexible:** Easily customized to quickly meet customer requirements
- **Open:** Extensive interfaces to integrate with third-parties



# Success Stories

## Using cameras to map retail trends in Poland

*"The high conversion rate accuracy provided by the solutions really solves a number of our management issues. We can now easily see what's going on in the other stores, which makes management of the whole network so much more efficient."*

 *Byron Zeng, Vice President of Miniso Poland*

Polish reseller Volta used Hikvision's HikCentral software and AI products to transform local designer brand Miniso, including fisheye and people counting cameras and NVRs. The professional video management platform enables managers at Miniso's HQ to access operational data from several different offices and mobile applications in one place. This makes life a lot easier for the operations team.



## Nairobi supermarket chain gets top-tier centralized security

*"Since installation, Food Plus has been able to reduce and control shoplifting...the system is easy to use, provides a good alert system, and reaches higher streaming speeds from the stores to central location than the previous equipment."*

 *Mark Kavita, Systems Administrator of Chandarana Supermarkets*

At Food Plus, 450 Hikvision dome cameras were installed and the control office utilizes Hikvision's HikCentral Cloud Platform to integrate everything. This newly unified security system improves efficiency and centralizes and enhances Food Plus's extensive system for maximum security. Higher streaming speeds boosted security and convenience for staff.

## Hikvision improves restaurant efficiency in Fayetteville, USA

*"We're able to keep the buffet full at all times. When someone is on a tight lunch break the last thing you want them to do is wait for food. With the Hikvision camera in place, they no longer have to."*

 *Spero Poulos, Owner of Spinner's Pizza*

Established in 1999, Spinner's Pizza needed to improve efficiency by combining a camera and kitchen monitor. Hikvision provided a 1080p Turbo HD-TVI Turret camera, and positioned it to capture the entire line of pizzas on the buffet. Spinner's Pizza is delivering a better experience to its customers by keeping its buffet stocked with fresh pizza.



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