



RETAIL  
RETAIL





# OPTIMIZING RETAIL INTELLIGENCE FOR MAXIMIZING CUSTOMER ENGAGEMENT

Today's modern retailers understand that the value of analyzing in-store video surveillance footage goes well beyond loss prevention and crime deterrence.

To increase in-store profitability, traditional retailers must develop a clear understanding of their shoppers to deliver superior customer experiences that will win loyalty and increase in-store conversions.



**INTELLIGENT ENTERPRISING DEPENDABLE**



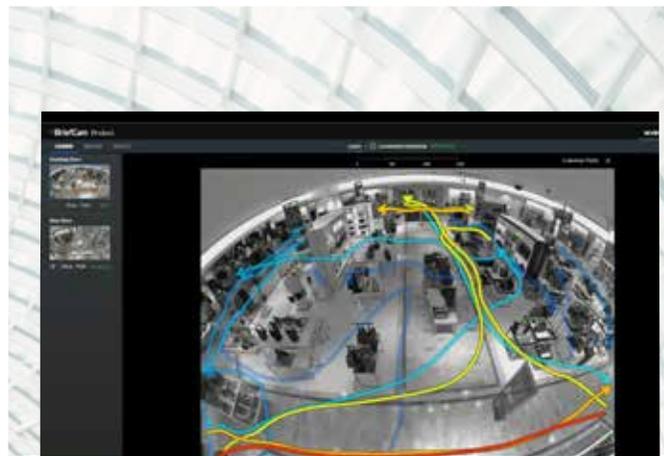
# Retail Intelligence Application

With Briefcams' video synopsis integrated with Digifort, it has revolutionized the way we decode shoppers' behaviours and collect in-store dynamics for empowered decision-making and improved customer experience.

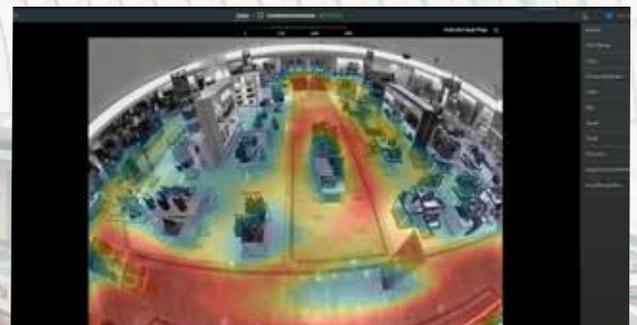
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## Data-Driven Intelligence For Retailers

The unique fusion of VIDEO SYNOPSIS® and Deep Learning solutions enable rapid video review and search, face recognition, real-time alerting and quantitative video insights.



Path Maps show how people move through the area.



Heat maps show the popular areas.



Use research to understand trends.

# Optimizing Floor Plans



The statistics don't lie. Less than 1% of surveillance video is ever seen by human eyes. That leaves more than 99% of surveillance video providing no value whatsoever. BriefCam extracts meaningful and quantifiable data out of that video and organizes it into the information that helps drive your business.

Retailers can watch the heat map videos of customer paths and find high and low traffic areas. By adjusting spacing and display configurations, they can boost traffic to all products. Retailers can also perform A/B testing of the different display types and floor layouts to see which yield the best results.



Understand counts, demographics and performance over time.



Import external data to map against BriefCam Metrics.

In addition, BriefCam's analytics also take guesswork out of retail planning. Track and quantify those products where people stop to look and what they pick up to investigate further. Compare this to purchases to understand the whole chain of consumer behaviour.

## Accelerate Investigations

Quickly search and filter objects and events of interest by men, women, children, vehicles, and lighting changes with speed and precision, using 27 classes and attributes, in addition to face recognition, appearance similarity, color, size, speed, path, direction, and dwell time, providing an ever-increasing and powerful set of distinct search combinations.

Class	Attributes	Others
<input type="checkbox"/> <b>People</b> Man Woman Boy Girl	<input type="checkbox"/> <b>2-Wheeled Vehicles</b> Bicycle Motorcycle	<input type="checkbox"/> <b>Lower Wear</b> Long Short
<input type="checkbox"/> <b>Animals</b> Dog Cat Bird Horse	<input type="checkbox"/> <b>Other Vehicles</b> Car Pickup Van Truck Bus Train Airplane Boat	<input type="checkbox"/> <b>Upper Wear</b> Long Sleeves Short Sleeves
		<input type="checkbox"/> <b>Lower Wear</b> No Hat Hat
		<input type="checkbox"/> <b>Lower Wear</b> No Bag Backpack Hand Held
		<input type="checkbox"/> Time Range <input type="checkbox"/> Color <input type="checkbox"/> Size <input type="checkbox"/> Speed <input type="checkbox"/> Duel <input type="checkbox"/> Direction <input type="checkbox"/> Path <input type="checkbox"/> Appearance Similarity <input type="checkbox"/> Face Recognition

Common Path     Activity Heat Map     Duel Heat Map



# Unlocking Retail Loss Prevention - Smart Strategies for Modern Merchants



Every year retailers lose an estimated \$50 billion due to theft. Shoplifting and employee theft are both detrimental and can lead to an increased risk of in-store violence on top of the lost profits.

Digifort/BriefCam's unmatched detection and extraction accuracy dramatically improve post-event investigation productivity by pinpointing people and objects of interest with speed and precision.

Shoplifting and employee thefts will be identified within minutes of investigation before it gets too cold. In addition, by presenting objects that have appeared at different times within the video simultaneously, Digifort will provide the review of the footage immediately.



**SOLUTIONS  
TO HELP INVESTIGATORS  
ACCELERATE INVESTIGATIONS**

## DIGIFORT REFERENCE SITES



**JE DE PAUME**

Beauvais, France

Commercial complex with a large car park all both fully equipped with Digifort solution. 200 cameras are covering this commercial center with Security room for control from Digifort client station.

*Application*

**Digifort Enterprise  
200 Channels**

RAK Mall comes with a built-up area of approximately 700,000 sq. ft and is also noteworthy for its striking architecture, which at the same time is spacious and well-laid. It combines the best in retail with fine dining and entertainment for family.



**RAK MALL**

Ras Al Khaimah,  
UAE

*Application*

**Digifort Enterprise  
300 Channels**



Seacon Square shopping and entertainment complex. Two locations served as landmark of Bangkok East and West. The center having a total leasable area of 180,000 square meters, is landlord to 15 major tenants and more than 400 specialty shops. Approximate more than 2 million visitors patronize the center monthly, it is one of Southeast Asia's biggest malls.

*Application*

**Digifort Professional**  
**16 LPR at Srinakarin**  
**8 LPR at Bangkai**

Cityplaza is an office and shopping development, owned and managed by Swire Properties, at Taikoo Shing, Hong Kong. The 6 level shopping centre, connected to Tai Koo Station, houses more than 170 shops, restaurants, a cinema and an indoor ice rink. Constantly updates its seasonal decoration, and also has frequent art, sport and exhibitions in the public space near the MTR station.



*Application*

**Digifort Enterprise 400 Channels**  
**Video Content Analytics**  
**160 Video Synopsis**



Citywalk is one of the largest shopping centers in Tsuen Wan, New Territories, Hong Kong. It is jointly developed by Sino Land and Urban Renewal Authority. It was opened in December 2007. It is the first “green” shopping mall in Hong Kong. It has “Citywalk Plaza” and “Vertical Garden” at the center of the mall, with landscaped water features and a hybrid chiller system to improve air quality.

*Application*

**Digifort Enterprise 350 Channels**  
**Video Content Analytics**  
**License Plate Recognition**

One of the biggest department stores in Hsinchu. All sorts of brand name fashion goods are available here, you will see some familiar names.

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*Application*  
**Digifort Enterprise**



**FAR EASTERN  
DEPARTMENT  
STORE**

📍 Hsinchu, Taiwan



**EVOLVE  
CONCEPT  
MALL**

📍 Selangor, Malaysia

Evolve Concept Mall challenges and reinvents the traditional shopping experience by breaking the mould of typical retail malls. It has more than 140 shops over 5 floors.

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*Application*  
**Digifort Enterprise**  
**230 Channels**  
**20 Video Content Analytics**

As part of the overall expansion plan in Southeast Asia, the arrival of IKEA Batu Kawan, the first store in the northern region will further extend convenient access and quality home furnishings at affordable prices. Connected through the Penang second link bridge from the island and major highways, Lebuhraya Bandar Cassia and North-South Expressway.

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*Application*  
**Digifort Enterprise**  
**320 Channels**  
**24 Video Content Analytics**



**IKEA PENANG  
MALAYSIA**

📍 Penang, Malaysia



## MARINA MALL

Abu Dhabi, UAE

The National Investment Corporation (NIC) has announced plans to upgrade the existing Marina Mall Abu Dhabi.

The expansion project is scheduled to begin in the second half of 2018 and will add 300,000sqm to the mall's footprint. The extension is projected to increase footfall by 35%. NIC will also begin upgrading some of the mall's current facilities in early 2018.

These new plans will allow us to rejuvenate and heighten the experience we offer our customers for many years to come. By adding to the incredible mix of shopping, dining and entertainment options we already offer as well as building an even greater environment for our customers we will reinforce our position as the destination of choice for people and families of all ages.

*Application*

**Digifort Enterprise**  
**1040 Channels**



Situated on the stunning Ras Al Khaimah corniche, Manar Mall is one of the most popular shopping and leisure destinations in Ras Al Khaimah. Comprising of hypermarket, cafes and restaurants, 120 stores of popular brands and convenient parking.

Application  
**Digifort Enterprise**  
**430 Channels**



Located some 250 kms west of Abu Dhabi city, Ruwais Industrial and Housing Complex is developed by Abu Dhabi National Oil Company (ADNOC) as a major contributor to the national economy and represents a series of multi million dollar investments by the company.

Application  
**Digifort Enterprise**  
**430 Channels**  
**Failover**

Magazine Luiza S/A is a retailer of electronics and furniture. Magazine Luiza has more than 800 stores, is present in 16 states of the country and its business model today is characterized as a digital platform with physical points. Its e-commerce operation won 12 times the Diamond trophy in the Excellence Award in Quality Electronic Commerce.

Application  
**Digifort Enterprise**  
**1971 Channels**  
**I/O Modules integrate with alarm system**



## WALMART BRAZIL

📍 Brazil



It consists of an event detection monitoring system using alarm panels and warning the Operational Control Center, where the Digifort solution is centralized and receives these events in an integrated way to the alarm software.

At its headquarters, Walmart has a server with approximately 6,000 registered cameras. These cameras are distributed in their retail units with analog technology connected to DVRs, recording and being monitored locally.

In addition to the cameras, the stores have alarm panels with the most varied types of sensors. Whenever a trigger of any device (motion sensor, electric fence, panic button, etc.) connected to a local alarm panel is triggered, that panel itself sends the sector data to the alarm monitoring software that recognizes and activates the Digifort that starts recording and live monitoring of the cameras attached to the sector. This way it is possible to have centralized only 1 server and without compromising the band, because the connections are on demand.

*Application*

**Digifort Enterprise**  
**6000 Channels**





Starbucks Taiwan opened its first store in Asia Pacific built from recycled shipping containers. The new Starbucks is the first retailer to open a storefront in the yet-to-be opened Hualien Bay Mall, which is located in a tourist destination known for its cuisine and beautiful landscape facing the Pacific Ocean.

*Application*

**Digifort Professional  
81 Channels**

It is Zhongli Store which is located in Taoyuan County in Taiwan. The store specializes in name brands and luxury goods. Digifort provides the monitoring systems upgraded.



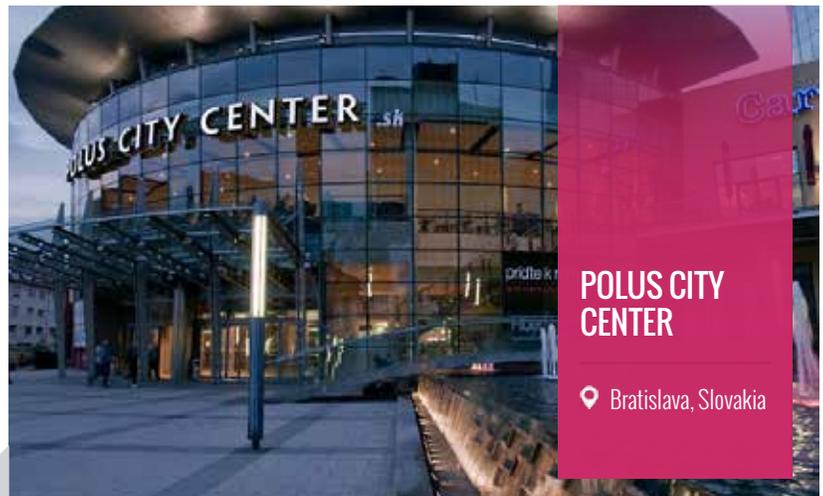
**PACIFIC SOGO**

📍 Taoyuan County,

*Application*

**Digifort Enterprise**

Shopping mall 40.280 m2 and two office towers 35.788 m2. Records 150 cameras to three servers, working with four workstations who displayed on 12x43" LCD a 3x27" LCD in two security operators rooms. Buildings was refurbished in years 2015 - 2016.



**POLUS CITY  
CENTER**

📍 Bratislava, Slovakia

*Application*

**Digifort Professional  
150 Channels**



Digifort is rich in features and integrated 3rd party device. For more information about Digifort VMS contact one of our global network offices below or our local representative.

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