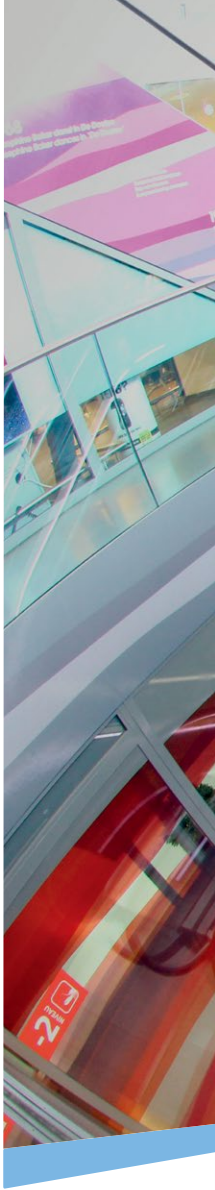




MAXIMIZE BUSINESS
EFFICIENCY AND INTELLIGENCE
SMART RETAIL SOLUTION



Distributed by



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MAXIMIZE BUSINESS EFFICIENCY AND INTELLIGENCE SMART RETAIL SOLUTION

 smart solution **2.0**

RETAIL



In the retail business, customers need to feel safe to have a good shopping experience and merchandise needs to be protected from both internal and external threats. Security can be a big headache for store managers and security integrators.

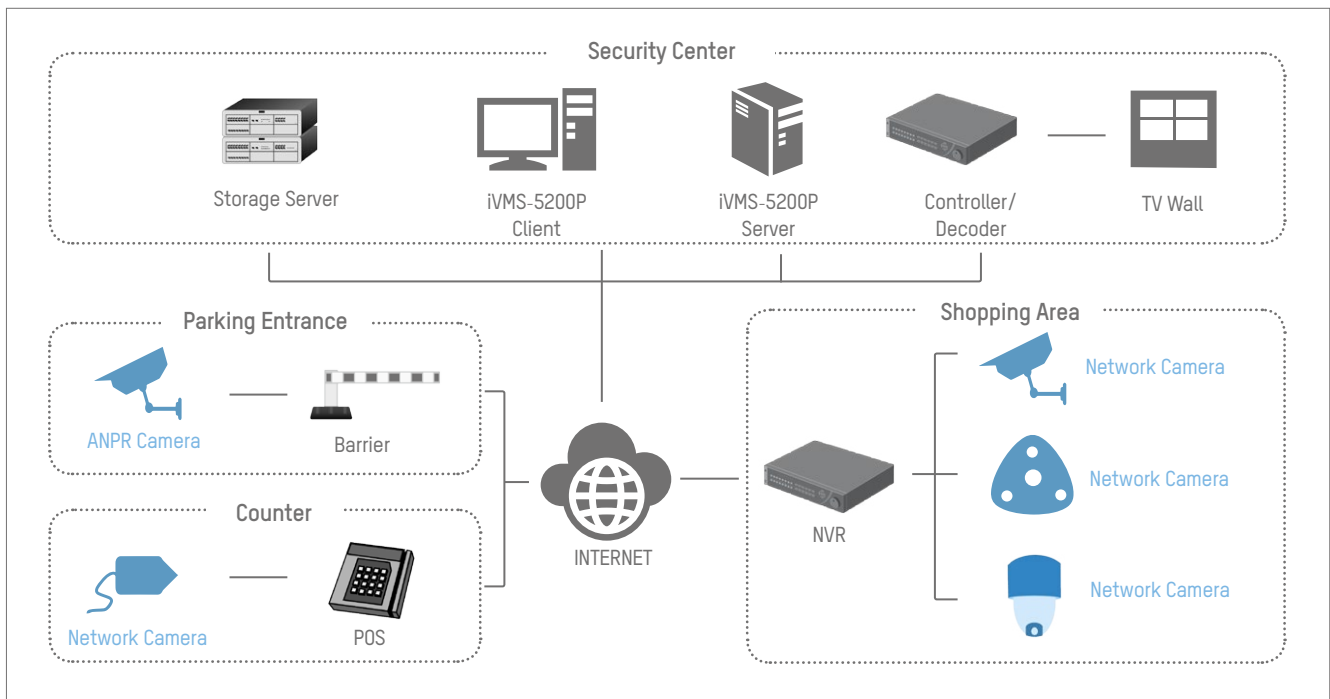
Fortunately, there's a solution. Hikvision's Smart Retail Solution for shopping centers, malls, and retail businesses. Hikvision developed this critical solution specifically for retail centers with multiple points of sale, large entries and exits, and vast parking areas. The Smart Retail Solution provides access control, security for staff, and loss prevention support. And that's just the beginning. This Smart system also features analytics for enhancing business value, too. Intelligent functions include people-counting to track customer traffic and volume, and automatic vehicle number plate recognition for superior access control in parking areas. Also customers and staff can feel secure day and night.

The Smart Retail Solution from Hikvision is a surveillance package that does more than just record video. It's a business solution. In this brochure you will find all the essential elements for a complete Smart Retail Solution. Ask your distributor about Hikvision's Solutions today, and keep your customers' shopping areas safe and secure, day and night.

SMART SOLUTION FOR RETAIL MALLS AND SUPERMARKETS

- Ensures around-the-clock safety for customers/staffs and asset
- Resolves transaction disputes and aids loss prevention
- Reports customer analytics for smart business decisions

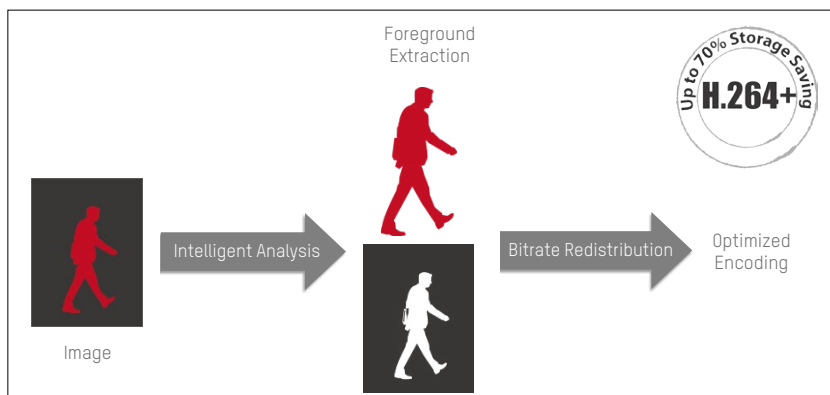
TOTAL IP SYSTEM



HIGHLIGHTED TECHNOLOGY

Smart Codec – H.264+ Optimized Compression

An efficient way to manage super high resolution video footage.



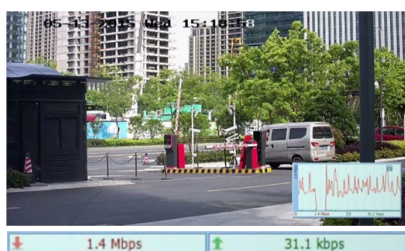
Analytic + Compression

The moving target is extracted from the static background, using a different codec for each element.

- Background-based predictive smart encoding
- Enhanced noise suppression
- Optimized, long-term bitrate control



H.264 (25fps)



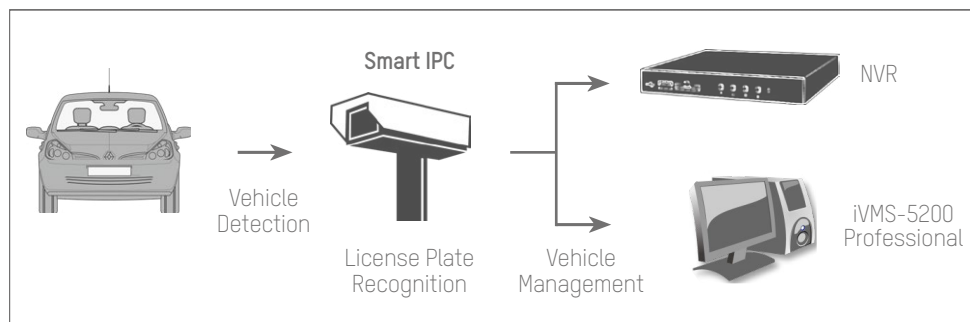
H.264+ (25fps)

In a static nighttime environment, the bitrate of H.264+ can reach up to 50-60Kbps, 10-20x over standard H.264 codec, that not only saves bandwidth resources, but efficiently decreases storage requirements.

- more encoding improvement
- more transmission efficiency
- more storage saving

ANPR Module

A critical element in access control



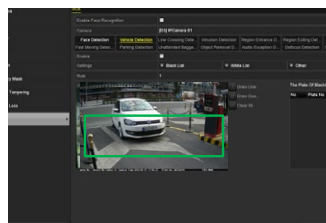
Hikvision ANPR System

- License Plate Comparison
- B/W List Filtering
- Alarm Triggering
- Result Query
- Result Export
- Auto Network Recovery (ANR)
- ANPR Remote Configuration

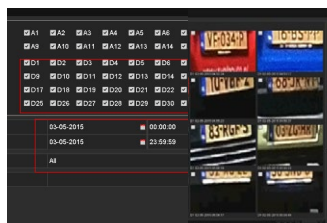
* The exact functionalities may vary based on local strategy and product development.



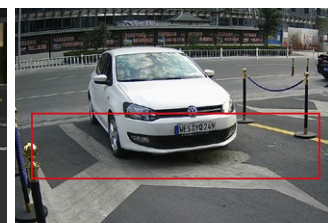
- #### License Plate Recognition
- Entrance Time Recording
 - Plate Number Recording



- #### Vehicle Management
- Auto Comparison
 - Blacklist Filtering
 - Alarm Triggering



- #### Smart Search / Smart Backup
- LPR Searching
 - Post-event Investigation



- #### Vehicle Detection
- GEO Tracking
 - Increases security



Security Centers

Security desks require real-time monitoring in critical shopping areas for quick emergency response



Shopping Area

Large, open areas and areas prone to shoplifting require hi-tech surveillance for both loss prevention and analytics



Parking Lots

Frequent, high volume vehicle entry and exit require strong security detail and management



Entrances

Clear visibility in high contrast and harsh lighting conditions along with customer-counting for business development



Points of Sale

Transaction records as well as internal theft require effective record-keeping and data retrieval



Store Windows

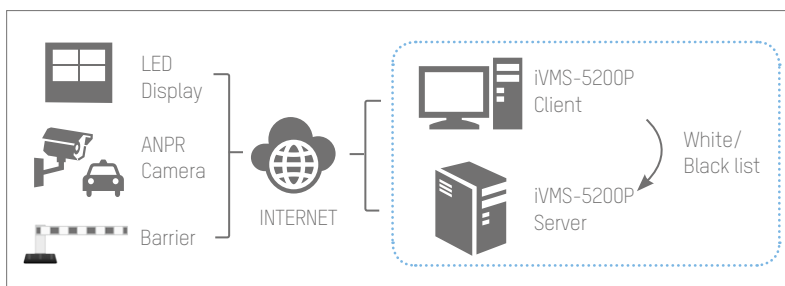
Shopping areas with high-value goods require critical protection and subtle esthetics

Parking Lot Monitoring



Customer traffic flow and retail shopping trends are very helpful analytics for businesses when advertising promotional campaigns and evaluating marketing strategy. Along with providing security, Hikvision products increase your business productivity.

People Counting Cameras: With built-in customer-counting algorithms, the IDS Intelligence Camera automatically records foot traffic and charts walking directions. When used in tandem with Hikvision's iVMS-5200 Professional Software, the IDS Intelligence Camera is an easy-to-use and cost-efficient data-analysis solution



- ANRP camera automatically recognize Vehicle's plate No, display platen No in security personal's screen;
- Black/White List function enable automate the VIP customer's vehicle entrance with Barrier integration,
- Black/White List can be modified easily according to VIP customer's list changes.

Store Window Monitoring



For retail areas where aesthetics is important, such as store windows and guest areas, Hikvision's surveillance equipment blends in discreetly to efficiently protect customers and assets.

- **Pinhole Cameras:** HD video with a discreet pinhole design and dual lens for multi-directional viewing.
- **Recessed-Mount IP Cameras:** Easy installation and high-definition video while maintaining a pleasant business environment.

Entrance Monitoring



Customer traffic flow and retail shopping trends are very helpful analytics for businesses when advertising promotional campaigns and evaluating marketing strategy. Along with providing security, Hikvision products increase your business productivity.

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Shopping Area Monitoring



Hikvision provides a complete solution to safeguard shopping area safety while improving business efficiency.

Fish-Eye Cameras: One device alone allows any angle of coverage for in-store areas, providing panoramic monitoring while capturing every detail of a large shopping area.

Counters & Tellers



In retail sectors, frequent transactions at points of sale leave opportunities for misunderstandings and disputes. Hikvision's Solution provides the perfect technology to provide excellent customer service while protecting business interests.

- **Dual-Lens Teller Cameras:** Hikvision's Monovu Teller Camera is specifically designed for applications where HD, bilateral close-ups of individuals during financial transactions are required.
- **POS Integration:** By integrating with POS systems, this Retail Solution helps collect, confirm, and search specific POS events.

MODE 1



Modern-classic Design

MODE 2 (PiP)

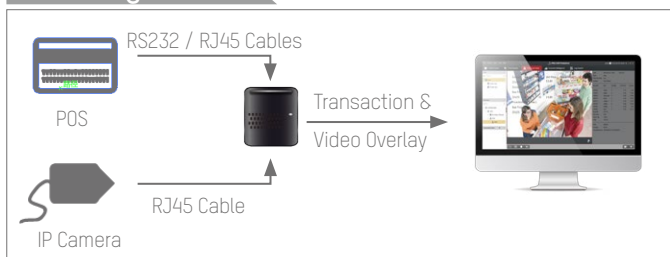


Easy Double Views

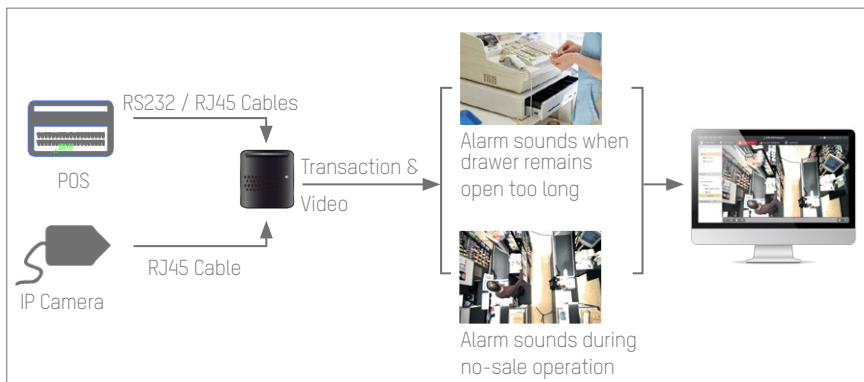


On-board Storage

POS Integration

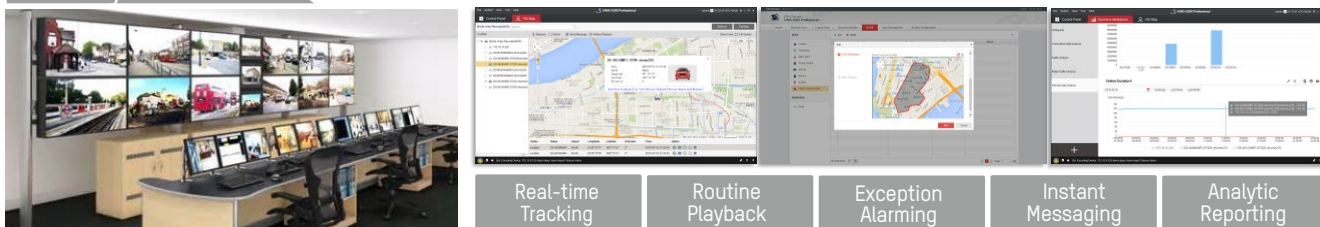


- Transaction data and HD video are combined and stored, then displayed in the same screen.
- Smart searches of transaction events can be conducted based on receipt numbers, price ranges, item description, quantity range, and more. It's ideal for efficient customer dispute resolution.
- HD transaction video can be used as evidence for police investigation.



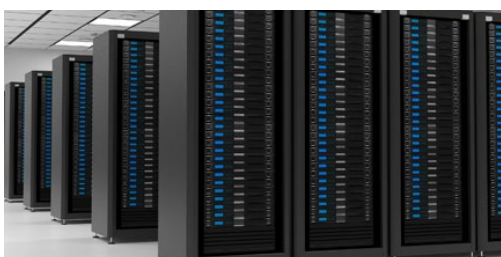
- Various POS Event Identification and Alarms: Cash drawer left open; no-sale operation; change over \$50 given; refund; and more
- Transaction event alarm rules can be customized
- Abnormal POS events can generate system notifications and be confirmed visually by security personal

Security Center

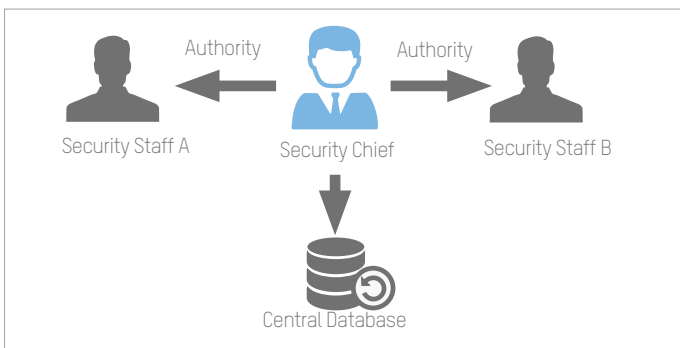
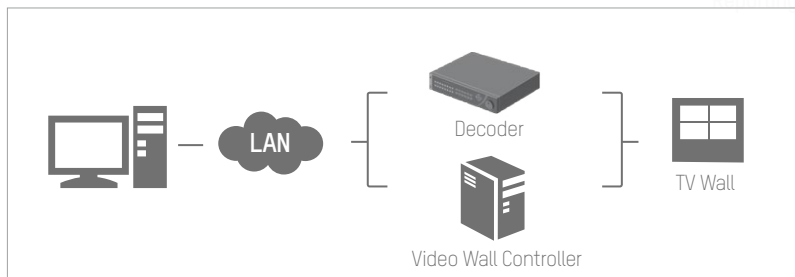


Storing critical video footage of daily operations in a bank's security center is a core component of a total CCTV system. It requires the utmost reliability and manageability for data protection and security operations.

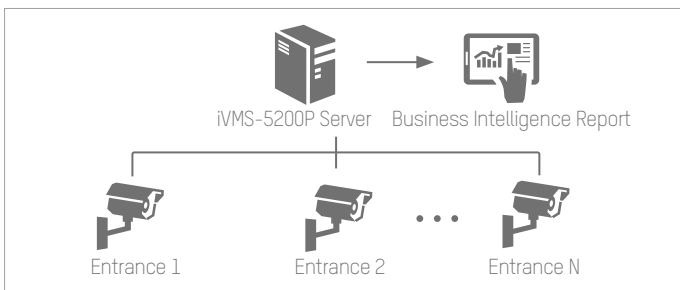
- **Embedded NVR:** Hikvision has the richest embedded network recorder product line – from 4 channels to 256 channels – for every level of need
- **Video Management Platform:** iVMS-5200 Professional Video Platform is the CCTV system core that manages, views, plays back, and controls all the daily operations among all devices
- **Network Storage Server:** A must-have product line for total secure data storage
- **Monitor Display System:** From standalone monitors to large TV walls, Hikvision has it all



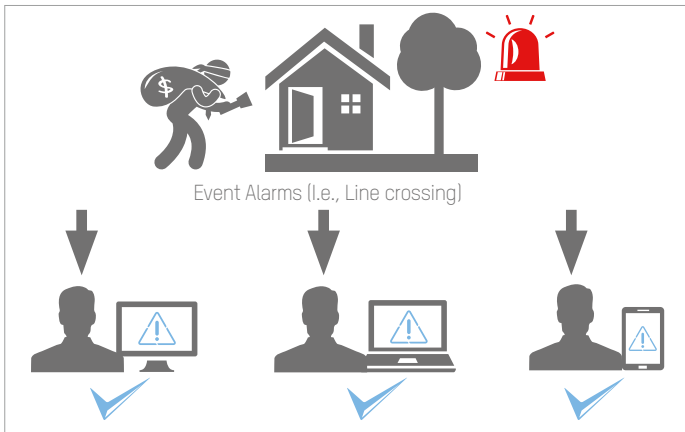
Storage Server	Modularized design and hot plugging for easy maintenance
Double controller & power module for data safety	Supports CVR mode for better return on investment



- Centralized Management**
Security Operator Authority
- Centralized management of security personnel and authorities
 - Security personnel have assigned authority levels, such as live view, playback, area cameras, or PTZ control
 - Higher permission-level users have priority control over the system, i.e., they can takeover PTZ control, force logout of lower-level users, and more



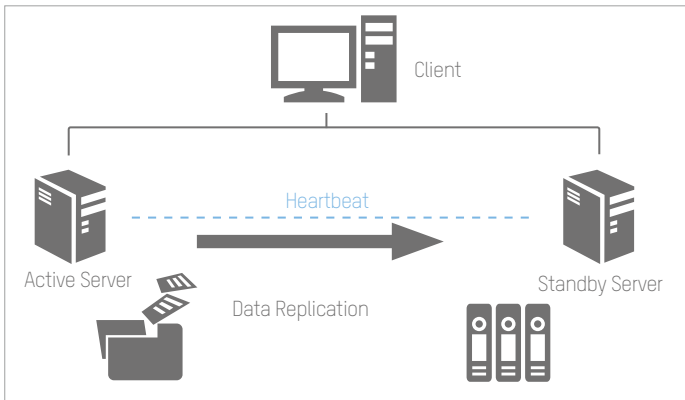
- Business operation assistance**
Business intelligence report to improve productivity
- Customer distribution reports, based on data collected from person-counting cameras in shopping areas during a specific time period, can be generated.
 - Daily, weekly, and monthly customer distribution reports contribute to improved personnel scheduling and effectively enhance marketing strategies.



Centralized Management
Alarm Verification and Handling



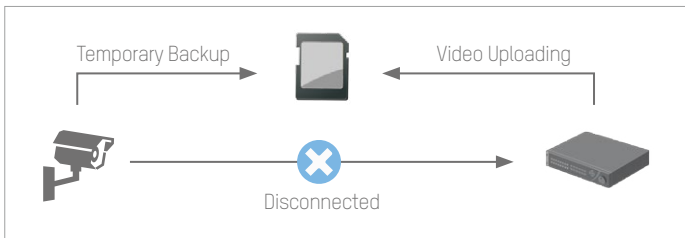
- Various types of events trigger real-time alarms and notifications to security operators, like motion detection, line crossing, intrusion detection, face detection, etc.
- Alarm flashing in E-Map notifies security operators
- Alarms link to predefined cameras in the form of pop-up images/video for visual verification
- One-check-all mechanism allows one user to handle alarm events while others get notifications



Data Safety
Server Redundancy Design



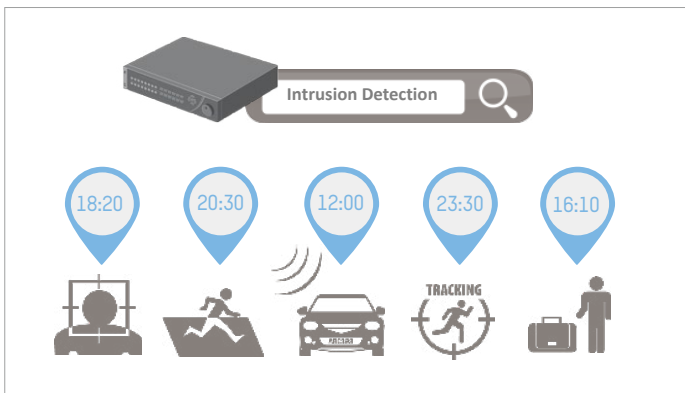
- Active & standby servers
- "Heartbeat" function automatically backs up users' information if one server is interrupted
- Ensures users' live view and playback in case of failover



Data Safety
Auto Network Recovery (ANR)



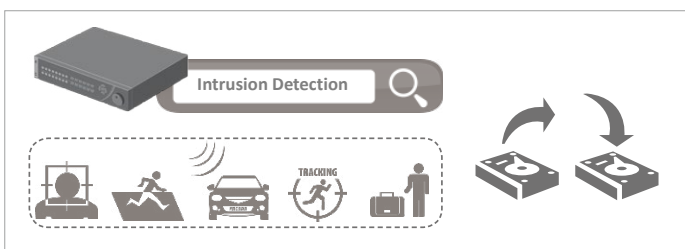
- Auto backup if network connection is interrupted
- Data moves from SD card to back-end device while network connection is restored
- We recommended using Hikvision brand Micro SD card for ANR storage



Large Data Management
Smart Search



- Fully compatible with Hikvision Smart IP Cameras
- Easy and quick event search for snapshots and video recording
- Plays back the target event footage at standard speed and can fast-forward (up to 16x)
- Unrelated video can be skipped during playback



Large Data Management
Smart Backup



- Supports event footage backup
- Saves maximum storage space

APPLICATION REFERENCE



■ Somerset Mall, South Africa

Somerset Mall has installed 130 Hikvision network cameras to protect the safety of visitors and stores alike throughout the complex, the third-largest shopping centre in the province.

“We had also used Hikvision products in other projects and found them to be robust and reliable, delivering very high quality images whilst remaining cost-effective.”

Mario Groenewald, technical manager at SSC Infrasek, System Integrator



■ McDonald's Branches, Malaysia

Hikvision provides IP solution which also integrated with POS system, to protect 300 McDonald's branches throughout Malaysia, and even helps the stores improve their management efficiency.

“The successful installation and implementation of the integrated POS and CCTV surveillance system is a landmark for McDonald's Malaysia, it provides a safer shopping environment for both customers and staff.”

Weison Chiang, Product Manager at AAC Distribution Sdn Bhd, Hikvision distributor



■ Mac's Convenience Stores, Canada

Hikvision provides security for the entire chain of stores with iVMS software to connect individual stores to corporate headquarters.

“The team at Hikvision are true professionals who exemplify the term 'customer service' and their product is top notch in this growing age of technology”.

Sean Sportun, Mac's Manager



■ House of Amber, Denmark

Hikvision to provide House of Amber's unique facility a solution that simultaneously upgraded, maintained, and future-proofed an already-existing CCTV system.

“Additionally, PoE [Power over Ethernet] makes installing the camera much easier, since we only need one outlet. As well, the vari-focal lens is greatly important. Our customers can vary between a high millimeter optical zoom for close-ups, and a vari-focal lens for further away images.”

Jens Ole Nielsen, Senior Consultant at Dynateam A/S, System Integrator



■ Al Fitaihi Jewellery Store, Saudi Arabia

Hikvision's 75 ultra-discreet IP dome cameras were embedded into the ceilings in the store, to protect its existing prestige décor as protecting millions of dollars-worth of stock.

“This first collaboration has been a great success. A large factor in this is the very high quality of the Hikvision products and it is fitting that some of the Kingdom's most valuable jewellery is being watched over and protected by some of the world's most advanced technology.”

Mr. Mohan, the executive manager of Okaz International, Hikvision distributor

PRODUCT SHOWCASE

Shopping Area Monitoring



DS-2CD63C2F-I (V)S
12MP Fisheye Camera

- 1920x1080 high resolution
- Full HD1080p video
- Recessed mount for easy installation
- 4mm/2.8mm fixed lens
- Support 128GB on-board storage
- Support Rotate Mode for hallway location
- DC12V & PoE
- DWDR, 3D DNR
- Color cover optional (black/silver/golden)
- Built-in Wi-Fi (-W)

Store Window Monitoring



DS-2CD6412FWD
Pinhole Camera

- 1.3MP HD720p real-time video
- 120dB WDR
- Discreet pinhole lens (3.7mm/F2.3)
- Dual/single-lens optional
- 2m/8m cable optional (RJ12) for different installation locations.
- Support on-board storage up to 128GB
- Audio/Alarm IO interfaces
- Support PoE power supply



DS-2CD2E10F/20F
Recessed-mount IP Camera

- Full HD resolution
- Easy installation for ceiling mounting
- On-board storage supports
- Multiple cover color options, flexible adaption to business environment
- Wi-Fi connectivity

Entrance Monitoring



iDS-2CD6412FWD/C
People Counting IP Camera

- 1280x960 HD resolution
- 120dB WDR
- Discreet design for easy installation
- Accurate people counting analysis
- Traffic flow statistical report output

Parking Lot Monitoring



DS-2CD4626FWD-IZS(H)
ANPR Camera

DARKFIGHTER ✨

- Darkfighter Ultra-low light technology
- 1920x1080 high resolution
- Full HD1080p video, up to 60fps
- 120dB WDR
- 2.8-12mm Motorized VF lens Smart Auto Focus
- Up to 70m IR range
- IP66 and Vandal-proof protection
- AC24V & High PoE
- Support on-board storage, up to 128GB
- On-board ANPR Analytics, B/W list filtering
- Built-in Smart Heater (-H)
- Audio/Alarm IO connectors (-S)
- Support Barrier linkage via RS485



DS-2CD4025FWD-A (P)
DarkFighter Camera

- Darkfighter Ultra-low light technology
- 1920x1080 high resolution
- Full HD1080p video, up to 60fps
- 120dB WDR
- 2.8-12mm Motorized VF lens Smart Auto Focus
- Up to 70m IR range
- IP66 and Vandal-proof protection
- AC24V & High PoE
- Support on-board storage, up to 128GB
- On-board ANPR Analytics, B/W list filtering
- Built-in Smart Heater (-H)
- Audio/Alarm IO connectors (-S)
- Support Barrier linkage via RS485

RETAIL

Counters & Tellers



DS-2CD6812D
MONOVU Dual Lens Camera

MONOVU

- 1280x960 high resolution for each lens
- 120dB WDR for single lens Independent lensadjustment
- Support 64GB on-board storage
- Built-in MIC
- Support Rotate Mode for hallway location
- Audio I/O
- DC12V
- Built-in Wi-Fi optional [-W]

Security Center



DS-96128/256NI-F16/F24 (/H)
Embedded Super NVR

- Maximum 400/640Mbps bitrate Input
- Support 3rd party network cameras
- Up to 8MP resolution recording
- HDMI & VGA output (1920x1080p)
- Support RAID0, 1, 5, 10
- Support redundant power supply
- F16: 16x SATA; F24: 24x SATA
- 1x eSATA, 1x mini SAS, 3x USB 2.0
- /H: support up to 12-ch HDMI output & LCD touch screen



DS-9632/64NI-18
Embedded 4K NVR

- Maximum 320Mbps bitrate Input
- 200Mbps bitrate input (RAID enabled)
- Support 3rd party network cameras
- Up to 12MP resolution recording
- Support H.264/H.264+/H.265 video format
- 2x HDMI & 2x VGA output (3840x2160)
- Support RAID0, 1, 5, 10
- Support redundant power supply
- Dual digital network interfaces
- 8x SATA, 1x eSATA, 2x USB2.0, 1x USB3.0
- 19-inch rack-mounted 2U chassis



iVMS-5200 Professional
Video Management Platform

- Centralized device & user management
- Maximum connected devices per system: 1024
- Maximum 16 control client
- Maximum 16 web client
- Maximum 24 mobile client
- Support 3rd party integration via ONVIF & SDK
- Additional add-on modules:
- LPR: license plate recognition
- Transaction: POS integration + CCTV footage
- Business Intelligence: people counting, heat mapping and retail traffic analytic
- GIS: Vehicle tracking, GEO fencing



DS-A81016S
Network Storage System

- High performance 64 bit RISC processor
- Up to 16 HDD, 4TB maximum capacity for each
- Up to 180-ch 4CIF real-time recording
- iSCSI/NFS/CIFS/FTP/HTTP/AFP protocols
- Support RAID 0, 1, 3, 5, 10, 50
- Support HDD hot-swapping
- Dual Gigabit network interfaces
- Modularized design for easy maintenance
- Redundant power design for high reliability



DS-A82024D
Network Storage System

- High performance & easy extensible hardware platform
- Double controller system design
- Automatic service takeover
- Disk detection, repairing and RAID optimization
- Low power consumption
- 4U chassis structure, support up to 24 HDDs and cascade extension



DS-M5504HNI
4-ch Mobile NVR

- Up to 12MP/14fps resolution
- 1/4/6/8/9/16 division
- 1-ch DVI and 1-ch VGA signal input(Except DS-6401HDI-T)
- DS-6401 supports HDMI/VGA/BNC interfaces
- Other models support DVI/BNC interfaces (HDMI/VGA requires converter)
- PC signal to display on video wall
- Screen joint and display
- Cross-window video roaming
- Video fluency enhancement



DS-C10S-11/22/41/E
TV Wall Controller

- Maximum 184-ch analog, or 92-ch TVI or 92-ch HDMI/DVI/VGA input
- Maximum 72-ch HDMI/DVI/VGA output
- up to 72pcs screen joint
- Built-in Matrix
- Support joint, division and display
- Base map
- Cross-window video roaming
- Support hot plug
- Redundant power supply



DS-D2046NL/H -C
DS-D2055NL/H -B
Ultra Slim Bezel LCD

- 46" or 55" screen dimension
- -NL: 500cd/ m² brightness
- -NH: 800cd/ m² brightness
- 3.5mm physical seam
- Defog, low-light compensation
- Edge processing, true native image
- Dynamic self-adaption noise reduction
- Cross color suppression
- Signal input: HDMI, DVI, VGA, BNC, YPbPr
- Signal output: DVI, VGA, BNC
- Remote control: IR in, Address ID
- RS232 control



DS-D5032FL 32-inch
DS-D5022FL 22-inch
LCD Monitor

- 8bit/10bit 2-ch LVDS(1920*1080) Full HD1080P resolution
- Adopt 3D digital comb filter
- True color OSD and user-friendly operation menu
- Adopt mstar ACE-5 auto color and image enhancement engine, to improve image contrast, detail
- 1 channel HDMI 1.3 input interface support HDCP 1.2
- Support video output
- Support audio I/O

