CAPTURE IT WITH CLARITY

RETAIL

avigilon
THE BEST EVIDENCE™

Avigilon's end-to-end high-definition surveillance solutions prevent theft and shrinkage while improving employee and customer safety by delivering unprecedented image detail that no other system can match. Our components integrate easily with your existing infrastructure – including point-of-sale transaction systems – to boost their current capabilities, allowing you to gain access to 24/7 monitoring to improve performance and profitability. Let Avigilon provide you with the best evidence.

## We've got you covered

***Improve store merchandising and store profitability***

With Avigilon's systems, you can remotely view any retail setting to analyze consumer shopping habits and traffic patterns to improve store merchandising and profitability.

***Clarity to identify shoplifters***

The unparalleled image detail of Avigilon's end-to-end solutions provides you with the ability to identify and deter employee theft and shoplifters to minimize instances of theft and loss.

***Keep liability claims to a minimum***

Avigilon's systems provide the image detail needed to quickly and accurately identify false liabilty claims, helping to lower the costs associated with unnecessary insurance expenses.

***Reduce vandalism and keep parking lots safe***

Vehicle vandalism and theft account for a significant portion of retail losses. Avigilon's broad range of megapixel cameras can improve coverage to reduce losses and maintain a safe and secure environment for customers.

## Avigilon Control Center

### *Easy-to-use software*

Avigilon Control Center (ACC) is powerful and intuitive, with a simple interface requiring minimal training to use. With the industry's quickest search capabilities, you can quickly retrieve evidence and speed up response times and investigations.

### *Integrate with existing POS systems*

ACC's open infrastructure lets you link your existing POS system to your high-definition footage, allowing you to time-stamp criminal activity and incidents when they happen, and match them up with specific transaction data.

### *Monitor areas on the go*

Our ACC Mobile application lets security staff connect to your Avigilon system remotely over any wireless connection on their Apple or Android device. Your staff will be able to monitor larger areas and keep response times down, even when out in the field.

## High-Definition Stream Management™

Delivering high-definition surveillance video can be taxing on bandwidth and storage. That's not the case with Avigilon thanks to our proprietary High-Definition Stream Management™ (HDSM™) technology. HDSM™ intelligently manages bandwidth and storage, allowing security personnel to find what they're looking for faster, leading to quicker response times, reduced investigation times and superior overall protection for your facility.

## Digital encoder

Avigilon's H.264 digital encoder converts a standard analog video feed into a digital stream, providing the most cost-effective way of migrating your existing analog system to a network-based IP system. You'll get the benefits of a digital system without wasting the investment in your current analog arrangement, allowing you to migrate to a fully digital system when you're ready.

# High-definition megapixel cameras

## A camera for every scenario

Avigilon's broad range of megapixel cameras gives you the most options to reduce inventory shrinkage, monitor employee procedures and keep customers safe.

Whether it's a parking lot or the inside of a busy retail environment, our cameras can provide better coverage in greater detail, with fewer cameras than ever before.

## Maximum resolution

Just one Avigilon camera can provide the same resolution as up to 95 traditional analog cameras. You'll get greater coverage with fewer cameras, while reducing installation and maintenance costs.

**HD DOME CAMERAS**
Ideal for high-detail coverage of hallways and entrances, with both indoor and outdoor options.

**HD PRO CAMERAS**
Up to 29 MP resolution provides maximum coverage of parking lot areas to keep customer belongings safe and secure.

**HD PTZ CAMERAS**
Track moving objects and zoom in on facial detail from over 900 ft away.

**LPR CAPTURE KIT**
Captures license plates with incredible detail in all conditions, 24 hours per day.

**HD MICRO DOME CAMERA**
A discreet camera that can be installed in inconspicuous locations, while still providing unparalleled image detail in 1 MP and 2 MP resolutions.

**HD FIXED CAMERAS**
Monitor building entrances and exits to minimize instances of unlawful entry.

**HD BULLET CAMERAS**
A compact camera with built in IR illumination to provide image detail in complete darkness, keeping customers safe after hours.

**HD PANORAMIC DOME CAMERAS**
Get 180° or 360° scene coverage from a single point to cover more area with fewer cameras.

## Arden Fair Mall

**Challenge**

Reduce security risks and ensure safety of more than 10 million annual shoppers.

**Results**

- Reduced theft by 60%
- Improved footage quality
- Increased prosecution rate by 90%

"Macerich is now uniquely positioned as the only mall operator in the United States to have security operations in-house, demonstrating its commitment to the safety and security of its patrons."
– Steve Reed, Security & Guest Services Manager



## Trend Motors

**Challenge**

Deploy a high-definition surveillance system to secure the dealership, protect assets, ensure employee accountability, and reduce liability costs.

**Results**

- Protect assets
- Leverage existing infrastructure
- Reduced liability costs

"We chose the Avigilon high-definition surveillance system because it delivered substantially more features and was even more cost-effective than the competition."
– Adam M. Greene, President of Trend Motors Ltd. Volkswagen



To learn more about how Avigilon's end-to-end solutions can benefit your retail environment, visit us at avigilon.com/retail