



# INNOVATIVE RETAIL SOLUTIONS MINIMIZE RISK AND MAXIMIZE BUSINESS

# ABOUT HIKVISION

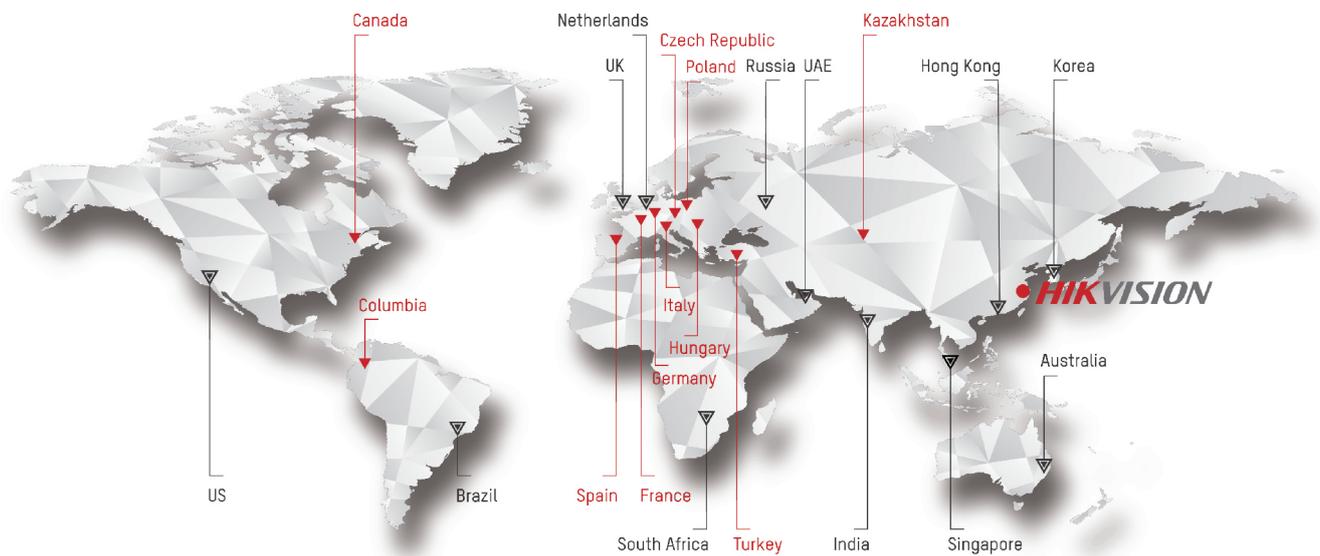
WITH HIKVISION AS YOUR INTEGRATION PARTNER,  
YOU WILL STAND ON A SOLID FOUNDATION.

## RAPID GROWTH

Hikvision is the world's leading supplier of video surveillance products and solutions, featuring the industry's strongest R&D workforce and state-of-the-art manufacturing facilities. In just 15 years, Hikvision has developed from being a single-product provider to a complete product and solution provider and a global market leader.

## GLOBAL REACH

- 33 Regional Subsidiaries
- 57% of Employees in International Business Center are locals



## BROAD PORTFOLIO

Hikvision's success stories extend over a number of vertical markets. Each year, we add new successes to our list. Still a relatively young company, we continually conquer new applications, building excellence and intelligence into all we do.

Our successful vertical market applications around the world include:

- Smart buildings
- City surveillance
- Parking facilities
- Banking and finance
- Critical infrastructure
- Hotels, casinos, and resorts
- Retail centres and warehouses
- Police, military, and mobile law enforcement
- Education, transportation, healthcare



## FUTURE INNOVATION

Hikvision re-invests upwards of 7 - 8% of annual revenue into R&D. We hold over 2,800 patents (over 900 added in 2018 alone). Of our 34,000 employees, we employ over 16,000 engineers. We have eight R&D centers worldwide.

Hikvision's Research Institute conducts innovative research and development to keep us at the forefront of technology.

- Research topics: Perceptive Technology, Intelligent Analysis Technology, Big Data and Cloud Storage Technology, and Multimedia Technology.
- The largest R&D team in Artificial Intelligence in the security industry.
- Sophisticated experience of video target detection, image segmentation, video structuring and video retrieval.
- Ranked No.1 in Scene Classification at ImageNet 2016 challenge and ranked top in the MOT Challenge Evaluation.

## STRONG NAME

Hikvision continues to build close partnerships with distributors, system integrators and installers, as well as third-party technology partners. Today, Hikvision has over 350 technology partners globally.

# ECOSYSTEM PARTNER PROGRAM WE SUPPORT YOU ALL THE WAY!

When joining this partner program, you will enjoy access to a wealth of technical and commercial resources, and we ensure that your solution enjoys strategic marketing through our communication channels. You will also get instant access to our entire sales organization. A vital part of our program is the streamlined online communication with our technical teams as well as the tools to plan the go-to-market activities.

## PROGRAM TOOLS AND BENEFITS

- **ISAPI** – Hikvision unifies the Application Programming Interface for all products
- **HEOP** – The Hikvision Embedded Open Platform enables you to download and run your applications directly in the cameras
- **Device Simulator** – Simulate communication protocols for testing and development
- **Integration Checker Tool** – Test your applications against the online integration checker tool
- **H-Certification** – Certify your integration/application as proof of compatibility

## SUPPORT

- SDK training
- Integration support
- Access to integration resources

## SALES & MARKETING

- Dedicated Business Development Planning
- Networking Opportunities with the Hikvision Salesforce
- Co-marketing and event opportunities



# INNOVATIVE RETAIL SOLUTIONS

Running a successful retail business is no easy task, and it is becoming increasingly challenging. While you are still figuring out how to stop shoplifters and keep a close eye on the warehouse, making sure customers have great in-store experience becomes a pressing issue...and that's even before you think about security!

All these details serve as critical parts in making your business better – but only if you have the right tools to leverage them. Our retail package is your one-stop solution for security, marketing, and operation challenges like these.

Hikvision's retail solution caters to both small and large businesses, ranging from a convenience store to a spacious shopping mall. Although each business in the retail sector takes distinct forms and exhibits different characteristics, they all share the need for better property security and smarter management and operations. Based on a deep understanding of what each and every type of business might need, Hikvision can offer bespoke solutions that deliver the best intelligence and peace of mind.



# BENEFITS

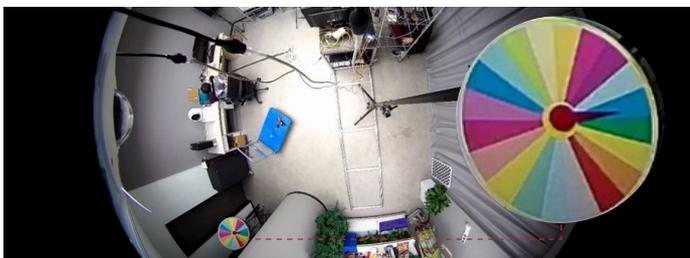
## 1. SECURITY/LOSS MONITORING

Monitoring is a central part of securing a retail operation, with a number of different technologies playing their part in different areas. When these are combined, often by a VMS system, sometimes in a monitoring center, a seamless overview of the entire store, or group of stores is achieved.

Panoramic cameras can provide a wider view with just one device. For example one Mini PanoVu camera integrates 3 fixed lenses and one PTZ. This comes in useful for warehouses and means that one camera can cover a small or medium sized warehouse, reducing installation and labor costs.



Another type of panoramic monitoring is provided by Fisheye lens cameras. These provide an even bigger angle of view with new lenses that give less distortion and a much clearer image to see more detail.



New lens



Ordinary lens

## LIGHTFIGHTER WDR

Industry-leading 140 dB wide dynamic range (WDR) providing crystal clear image quality, even when faced with high contrast sunlit views. This is useful for entrance areas.



LIGHTFIGHTER WDR Off



LIGHTFIGHTER WDR ON

## FIRE PREVENTION

Fire is a risk that no retailer wants to face – both for its threat to people and to property. A thermal camera can provide temperature detection alerting operators when temperatures get to dangerous levels, allowing action to be taken before a fire breaks out. This can be particularly useful in a warehouse, IT room or other areas where fires could start.

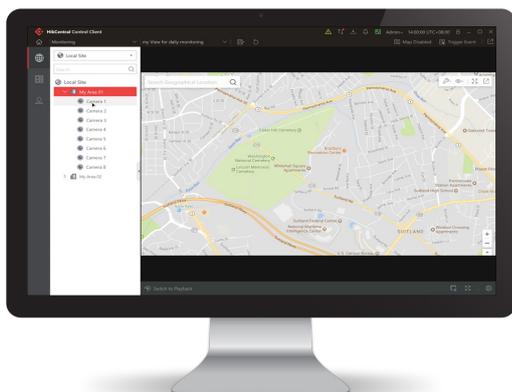


*Thermal & Optical Bi-spectrum Turret Camera*



## VIDEO AND ALARM MANAGEMENT

The information and footage from all of these cameras can be brought together in a Video Management System, called HikCentral. Alarms can be managed, with operators able to see quickly and easily which camera is triggering the alarm and the nature of it. HikCentral makes it easy to identify the alarms and gives immediate information about the alert, reducing false alarms. It also gives operators the ability to search footage and play it back for later investigation.



## 2. EFFICIENT MANAGEMENT POS OVERLAY

Retailers can experience shrinkage from fraud, and they can also experience disputes at the cash desk. Smart POS technology can overlay transaction data with footage of the cash desk. This means managers can instantly playback a transaction or search for certain specific transaction video months after.



I Series NVR



POS text overlay



Fraud and dispute at cash desk

## QUEUE MANAGEMENT

Queueing is a headache for store managers and customers alike – no one likes a queue! Queue analysis technology can detect people in the queue and their waiting times. This means that managers can respond to alarms when there are more than a set number of people waiting. This also provides valuable information for managers to streamline their stores and provide better service.



Queue Analysis Camera



### 3. INTELLIGENT MARKETING DIGITAL SIGNAGE AND ADVERTISING MANAGEMENT

With the advertising management function, chain stores can now centrally manage and unify their advertisements, helping to create uniform and powerful advertising campaigns. Digital signage can also display various kinds of media, ranging from photos and PDF files to promotional videos, audio, and more.



*Floor Standing/Wall Mounted Digital Signage*

### CUSTOMER TRAFFIC FLOW ANALYSIS

Knowing how many people visited your store and being able to analyze the patterns and trends of shoppers are crucial to any kind of store, big or small. Managers and owners are already acquainted with this function in most places. Data is the essential ingredient for expanded analyses.



*People Counting camera*



### CUSTOMER ATTRIBUTE ANALYSIS

Our solution not only offers functionality to analyze customer traffic data, but also summarizes the key characteristics of your customers for you to make more insightful decisions. For example, if a large percentage of your customer group fits into a certain age or gender group, you may consider focusing more on selling things that they are interested in. Customer attributes, such as facial expression, and other data help stores better develop customer profiles and gain insights about their preferences.



*Customer Attribute camera*



## AREA ATTENTION ANALYSIS

Data that reveal which areas are most visited could be a great help for operational insights. In the shelf area, heat-mapping technology marks the popularity of each shelf areas. Combined with other information, problems with commodities becomes apparent. For example, if you see an area is highly visited but the product sales volume is low, you can further

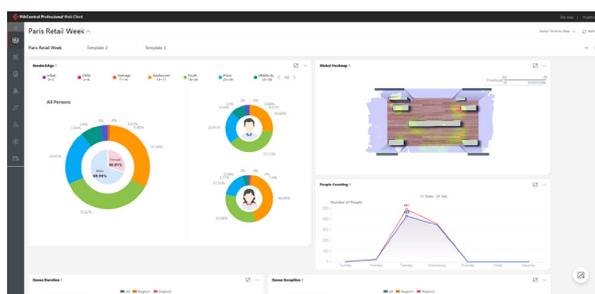
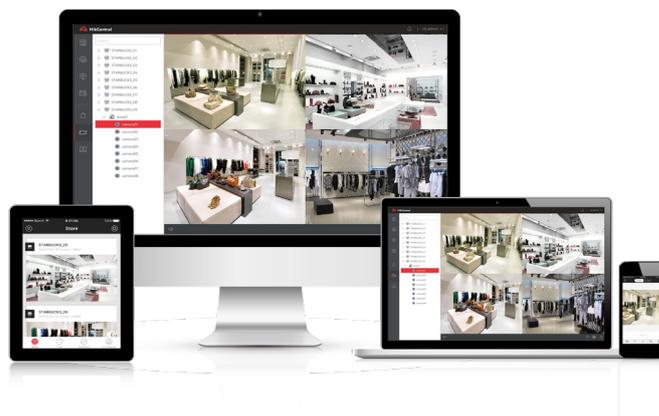


DeepinView Fisheye camera



## BI DASHBOARD

With all this information available to help manage the business, a retailer could be forgiven for being a bit lost. That's where a comprehensive information management system comes in. The HikCentral VMS is a comprehensive, AI-empowered surveillance platform that makes easy and convenient central management available everywhere it is needed.



# SCENARIOS

Hikvision products can be used to build seamless solutions across a wide range of retail scenarios. Each one can benefit from the innovation and expertise built up from leading the surveillance market over many years.

## CONVENIENCE STORE

Convenience stores are usually relatively small in space. However, everything is standardized, as they are mostly chain stores. The very nature of these stores make operational management – including location and comparison among stores – the main focus. Along with a basic security system, Hikvision also offers a set of intelligent functions that can help quantify the status of a store, and make operational management more efficient.



## SPECIALITY STORE

Specialty stores sell goods from select brands, which makes these high-value commodities. Preventing theft is essential. Other than that, the operational costs of such specialty stores are higher than other off-brand or smaller stores, which makes conversion rates, location, and service particularly important.

With Hikvision's intelligent devices and abundant functions, management teams can review and respond to any property loss events or unsatisfied performance in a timely fashion.





## SHOPPING CENTER/DEPARTMENT STORE

Running a shopping mall or a department store is like conducting an orchestra, coordinating and keeping track of subtle nuances in order to produce a perfect symphony. There are so many things involved in this process – from big picture of mall security to safety in individual stores, tracking the effectiveness of a promotional event, analyzing popular spots or routes for customers, and much more.

Shopping malls and department stores need a comprehensive system that can both provide fundamental security functions along with added intelligent features. Hikvision has the complete package for both security and added operational needs.



## SUPERMARKET

People enjoy shopping supermarkets because they have just about every need in one place. But that becomes a challenge when it comes to security. Shoplifting and internal theft pose a difficult challenge to supermarket managers.

Hikvision answers these specific questions with the supermarket solution. Not only does this solution offer useful functionality for property safety and loss prevention, it also provides tools to increase employee efficiency and to simplify management.



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For more information, go to our website.



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