

# 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.

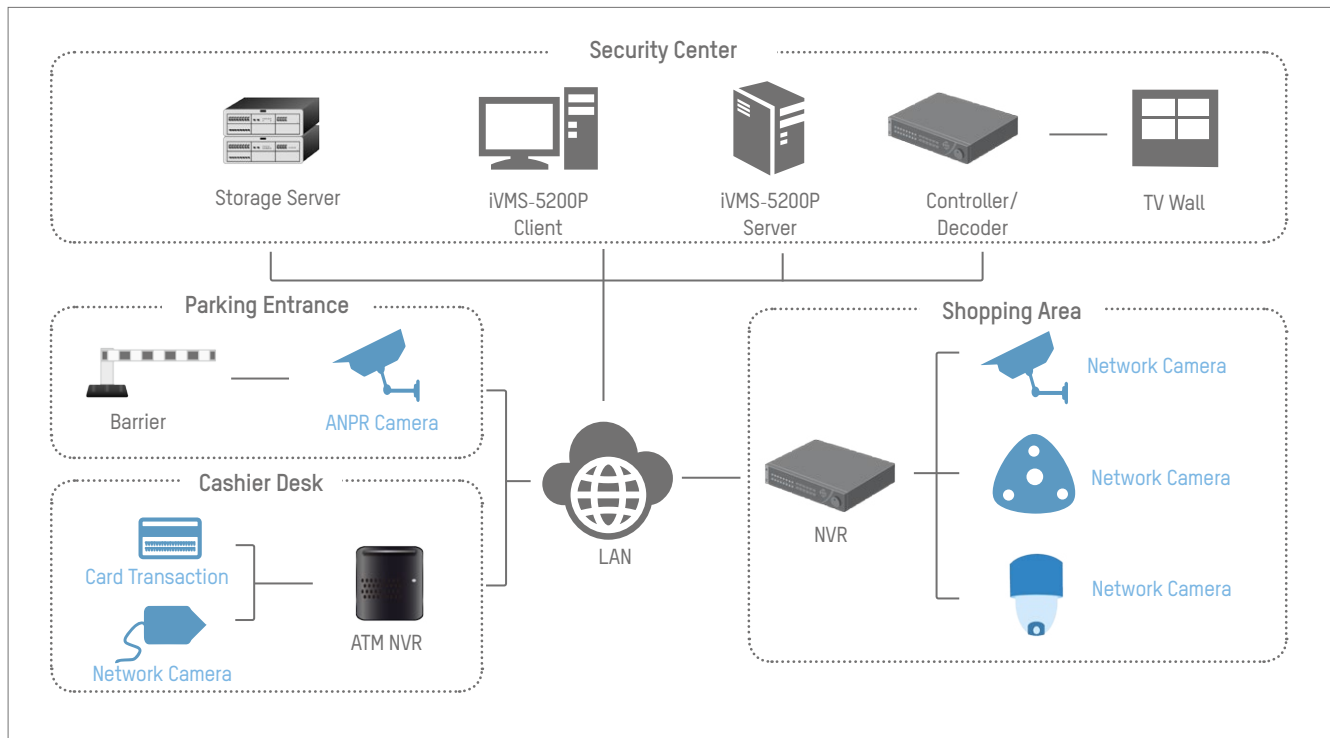
Fortunately, there's a solution. Hikvision's Smart Retail Solution for shopping centers, malls, and retail businesses. Hikvision developed this critical solution specifically for retail centers with multiple points of sale, large entries and exits, and vast parking areas. The Smart Retail Solution provides comprehensive CCTV 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





#### Public Parking

PanoVu four-imagers camera for one covering all monitoring, its Darkfighter ultra low-light capability ensures 24/7 surveillance possible.



#### Perimeter Protection

High performance PTZ cameras realize around-the-clock automatic guarding and detecting tasks.



#### Vehicle Access Control

with road barrier linkage, B/W list filtering, ANPR (Automatic Number Plate Recognition) system can help retail owners to manage authorized vehicle entrance & exit and counting available parking lots.



#### Shop Entrance

Clear visibility for both in-store and out-store in strong sunlight conditions.



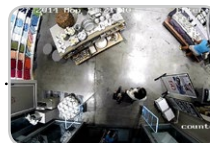
#### Security Centers

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



### Transaction Safety

Transaction Data Overlay With video for better customer dispute solving and enhance transaction safety.



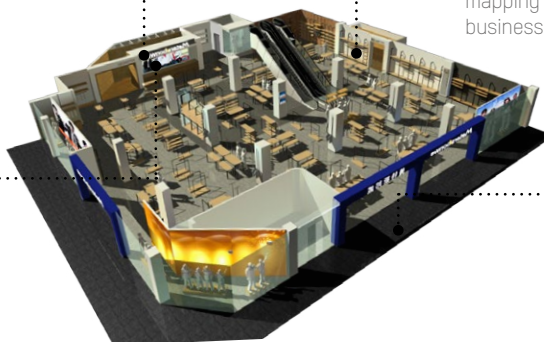
### Business Performance

Intelligent cameras with people counting and heat mapping help retail owners to know better their business performance.



### Covert Monitoring

Dedicated cameras with compact size, recessed mount type, or totally hidden design, can create an aesthetical shopping environment with less intrusiveness.



### Shopping Areas

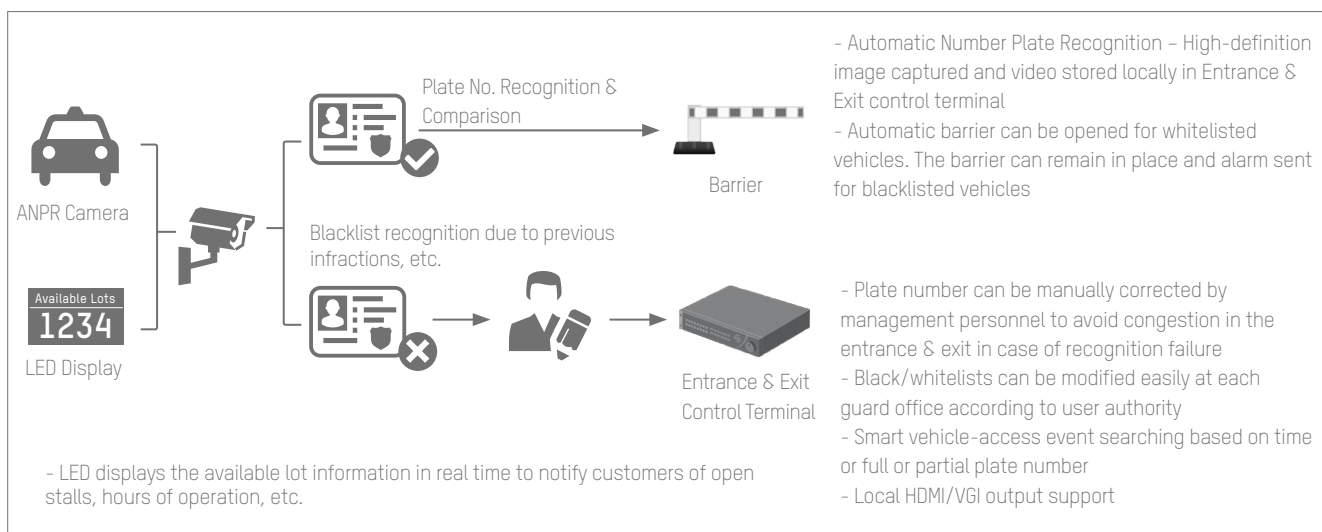
High resolution fisheye cameras for panoramic view without blind spot.

## Vehicle Access Control



For large parking lots, high customer flow may create parking entrance congestion. Effective parking safety and management are critical concerns, especially in retail sectors.

- **ANPR Cameras:** With automatic number-plate recognition, Hikvision cameras can recognize VIP vehicles and automatically verify entry.
- **LED Display Panel Integration:** By integrating an LED display panel at the entrance, all available parking resources and information can be easily displayed for customers.



\* Note: LED indicators are not in Hikvision oversea standard product portfolio and 3rd party LED indicators support may require customization process for actual project. For more technical information, please contact Hikvision local technical support team.

## Public Parking



Large parking lots require vigilant management to ensure the flow of traffic and HD footage and to resolve disputes when accidents happen. Hikvision's Solution provides Smart features to keep your parking areas operating efficiently and your visitors pleased.

- **Multi-Imaging Cameras:** Hikvision's multi-imaging camera series are equipped with four or eight fixed imagers to provide a 180-degree or 360-degree panoramic horizontal view. One HD PTZ camera can provide highly detailed images even in dimly lit environments.
- **DarkFighter Cameras:** Parking area lighting can be a tremendous challenge, but Hikvision's DarkFighter Camera captures sharp color images – even at low, starlight levels.



4 x rotated images in 1920x1080 resolution



Stitching to one panoramic image in (4096x1800) resolution

## Perimeter Protection



How can we keep our perimeter secure and remain prepared for unexpected events?

Utilize Hikvision HD products that provide up to 4K high resolution, 200-meter infrared (IR) range, and are resistant to extreme weather conditions and vandalism. Hikvision's HD offerings also include full HD 1080p video with an outstanding frame rate of 60 fps, as well as Smart detection technology including: line crossing detection, intrusion detection, region enter/leaving, etc. These tools can help keep your perimeter secure.



Smart Intrusion Detection





## Shop Entrance

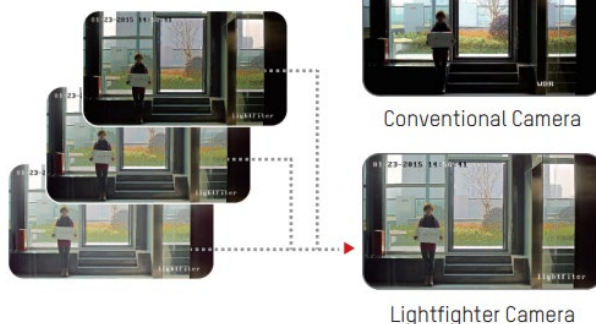


How can we clearly see what happens inside the building as well as outside?

The Hikvision indoor IR dome camera features an industry-leading 140dB wide dynamic range, triple exposure technology, and up to 30 meters of IR vision to provide a crystal-clear view.



140dB Triple-Exposure WDR

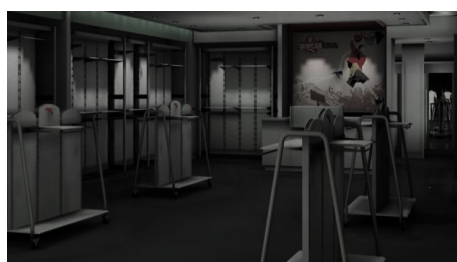


## Shopping Areas



Wide coverage with less cameras

Up to 12MP super high resolution panoramic view, Hikvision Panoramic products provide a true installation effective solution for store security.



Excellent nighttime visibility during off-hours

Hikvision Darkfighter Ultra Low-light cameras can ensure colored images in dim light environment for post-event investigation.

## Covert Monitoring



To create a harmonious environment for shopper

With its HD resolution, dual-lens unit design and compact design, Hikvision Covert cameras are ideal solutions for discreet surveillance.



Want a camera to blend in my shop environment

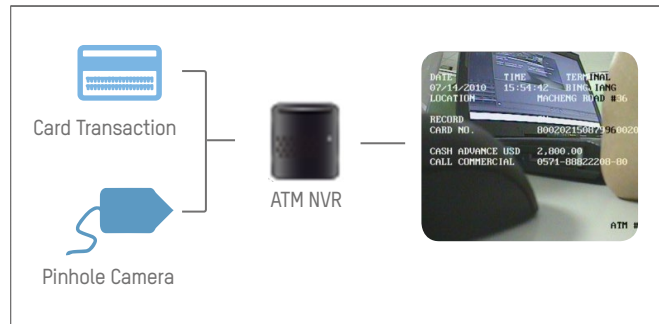
Hikvision Recessed Mount Dome camera can perfectly blend into shop ceiling structure.

## Transaction Safety



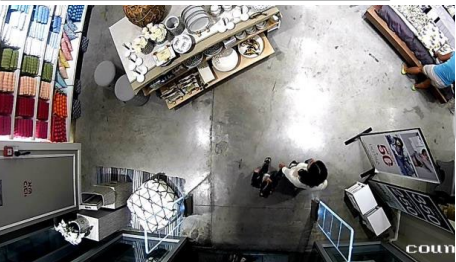
### Keep instant event detection with POS cashier

Hikvision iVMS-5200 Professional platform or POS NVR can realize seamless POS integration, POS data searching and alarm triggering while exception occurs.



\* The integration protocols may vary based on exact ATM machine manufacturers and ATM models, CUSTOMIZATION PROCESS may be required. Please go to Hikvision local technical support team for more information.

## Business Performance



### Get a precise customer flow statistic to evaluate sales performance

Hikvision intelligent people counting camera can realize accurate customer counting and output customer flow trends report to evaluate performance and organize activity.



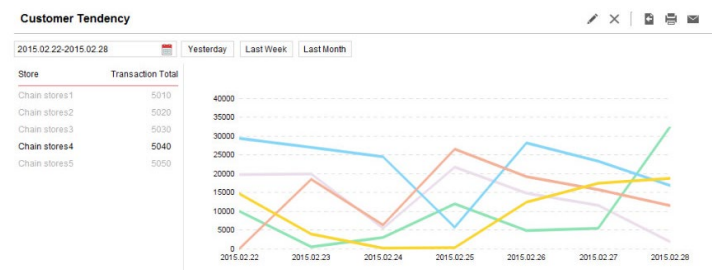
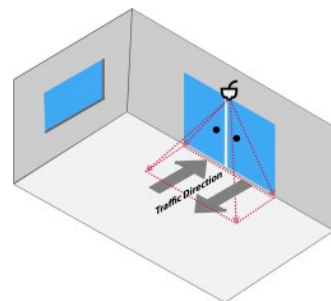
### Know better my store's layout is crucial to improve merchandizing efficiency

Hikvision Fisheye cameras can realize not only a 360 degree dead-corner-free surveillance, but also a heat mapping analysis to tell store owner which area attracts the most.

As a chain-stores owner, how to assess their customer flow?



Hikvision iVMS-5200 Professional is a powerful centralized management platform that can realize multi-spot customer flow assessment By working with People Counting analytic camera.

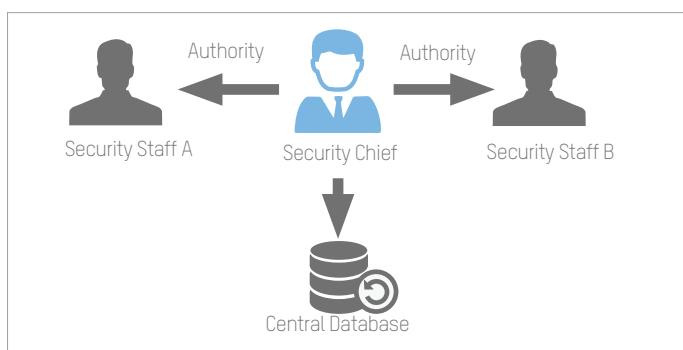


## Security Center



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

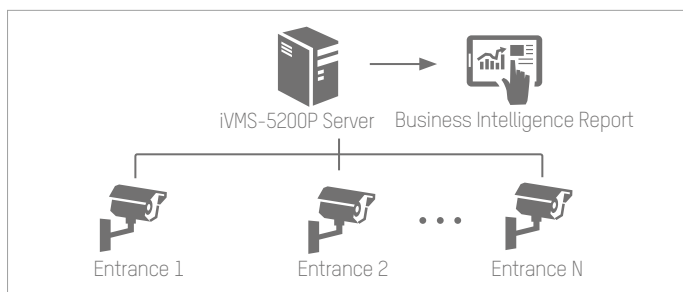


### Centralized Management

#### 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

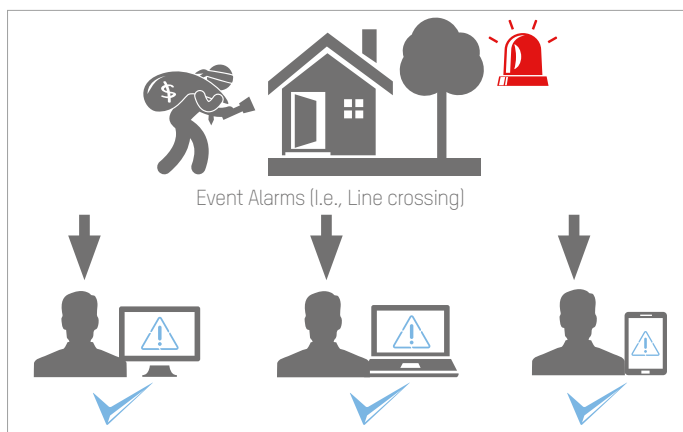


### Business operation assistance

#### 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.



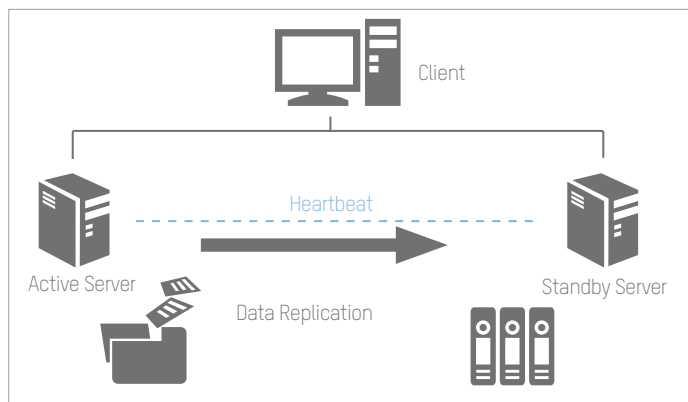
### Centralized Management

#### 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

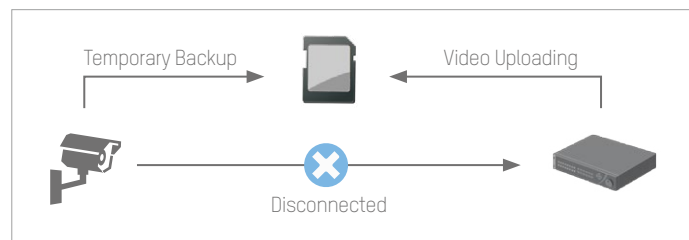




#### Data Safety

##### Server Redundancy Design

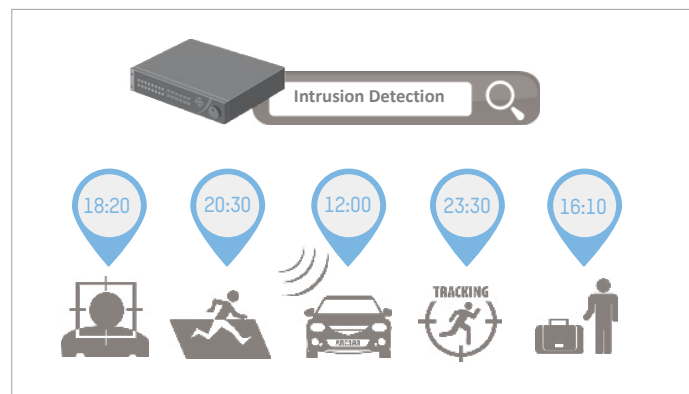
- Active & standby servers
- "Heartbeat" function automatically backs up users' information if one server is interrupted
- Ensures users' live view and playback in case of failover



#### Data Safety

##### Auto Network Recovery (ANR)

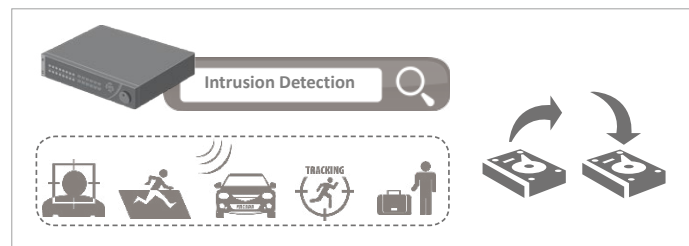
- Auto backup if network connection is interrupted
- Data moves from SD card to back-end device while network connection is restored
- We recommended using Hikvision brand Micro SD card for ANR storage



#### Large Data Management

##### Smart Search

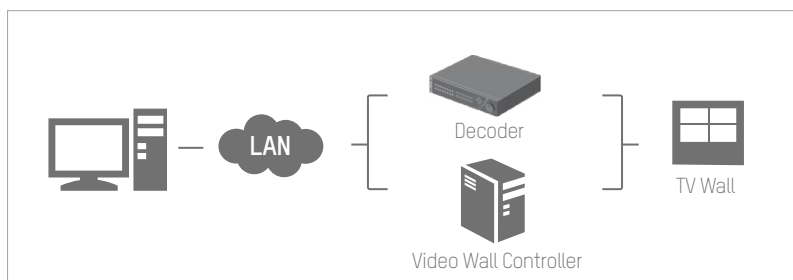
- Fully compatible with Hikvision Smart IP Cameras
- Easy and quick event search for snapshots and video recording
- Plays back the target event footage at standard speed and can fast-forward (up to 16x)
- Unrelated video can be skipped during playback



#### 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

### Vehicle Access Control



**DS-2CD4A26FWD-IZS/P**  
DarkFighter ANPR Network  
Camera



- Darkfighter Ultra-low light technology
- 1920x1080 high resolution
- Full HD1080p video, up to 60fps
- 120dB Wide Dynamic Range
- 2.8-12mm & 8-32mm Motorized VF lens optional
- Support Smart Auto Focus
- 4x EXIR high performance LEDs
- IP67 weather-resistant protection
- Built-in ANPR analytics, B/W list filtering
- Built-in Smart Heater (-H)
- Audio/Alarm I/O connectors (-S)
- Support barrier linkage via RS485

### Public Parking



**DS-2CD6986F (-H)**  
PanoVu Multi-imagers  
DarkFighter Camera



- 4x 2MP Darkfighter imagers
- On-board stitching, up to 8MP resolution
- Up to 4096x1800 180° panoramic view
- 5mm fixed lens
- Ultra low-light capability
- Support on-board storage, up to 128GB
- Audio/Alarm I/O interfaces
- IP66 weather-resistant protection
- DC12V & PoE power supply
- Built-in heater & fan optional (-H)

### Perimeter Protection



**DS-2CD4626FWD-IZS(H)**  
2MP Ultra Low Light  
IR Bullet 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
- Built-in Smart Heater (-H)
- Audio/Alarm I/O connectors (-S)



**DS-2DF8236I-AEL**  
Outdoor IR PTZ Camera



- 1920x1080 high resolution
- Darkfighter Ultra-low light technology
- 120dB WDR
- 4.5-162mm 36x Optical Zoom
- Smart Codec with H.264+ enhanced compression
- Smart Detection
- Smart Tracking
- Up to 200m IR range
- IP66 and Vandal-proof protection
- AC24V & High PoE

### Shop Entrance



**DS-2CD4125FWD-IZ**  
Super WDR Indoor Camera



- 1920x1080 Full HD resolution
- Up to 60fps high framerate
- Up to 140dB WDR with Triple Exposure
- 2.8-12mm Motorized VF lens with Smart Auto Focus
- Up to 30m IR LEDs
- Audio/Alarm I/O
- Support up to 128GB on-board storage
- Vandal-proof housing
- Full Smart Feature-set

### Shopping Areas



**DS-2CD4085F-A**  
Wide Angle 4K  
Network Camera

- Up to 4096 x 2160 high resolution
- Digital WDR, 3D DNR
- Auto Back Focus
- Audio/Alarm I/O
- Support on-board storage, up to 128GB
- Wide angle lens: HF3417D-12MPIR
- 3.4mm F1.7 aperture with IR correction
- DC12V & AC24V & PoE
- Intrusion Detection, Line Crossing Detection, Object Left/removal Detection, Region Entering/Leaving Detection etc.





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

- Support Heat Mapping
- 360° Panoramic View
- Up to 4000x3072 resolution, 20fps
- ePTZ control, up to 1600x1600 resolution
- Support Heat Mapping Analytic
- Support People Counting (2015.07)
- On-board hardware de-warping
- Support software de-warping (via iVMS5200P)
- 3 x IR LEDs, up to 15m IR range
- Built-in MIC & speaker
- -V: outdoor option with IP66 weather-resistant
- -S: Audio/Alarm IO interface option

\*6MP & 3MP Fisheye is also available:

DS-2CD6362F-I (up to 3072x2048, 25fps)

DS-2CD6332FWD-I (up to 2048x1536, 25fps)



**DS-2CD2E20F**  
Recessed-mount Dome  
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)



**DS-2CD6424FWD**  
2MP Covert Network Camera

- 2MP Full HD1080p video
- 120dB WDR
- Pinhole lens or fixed lens optional
- Support on-board storage, up to 128GB
- Audio/Alarm IO interfaces
- Support PoE power supply

## Covert Monitoring



**DS-2CD6426F-50**  
2MP Mini Bullet Network  
Camera



- 1/1.8" progressive scan CMOS
- 2MP high resolution
- Darkfighter Ultra-low light
- 4mm/F2.0 fixed lens
- 3D DNR, HLC
- 2m or 8m lens cable optional
- Support up to 128GB on-board storage
- Smart detection
- IP66 weather-resistant protection for lens part



**DS-2CD6412FWD**  
1.3MP Covert Network Camera

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

## Business Performance



**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

## 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-I8**  
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/ m<sup>2</sup> brightness
- -NH: 800cd/ m<sup>2</sup> 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



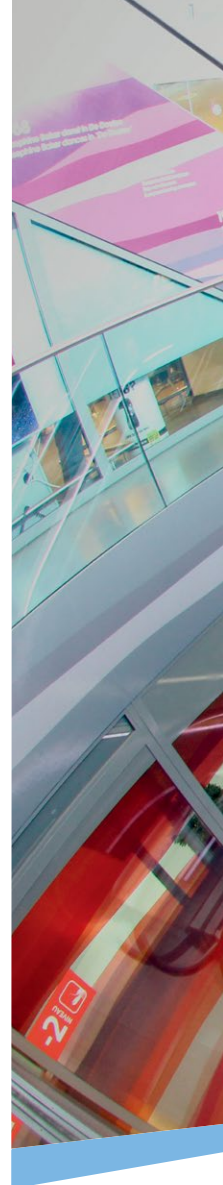
DS-D5032FL 32-inch  
DS-D5022FL 22-inch  
LCD Monitor

- 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





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EFFICIENCY AND INTELLIGENCE  
SMART RETAIL SOLUTION



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