

Optimize Store & Visitor Flow Management with Hikvision Business Intelligence for Retailers, Restaurants, and a Wide Range of Verticals



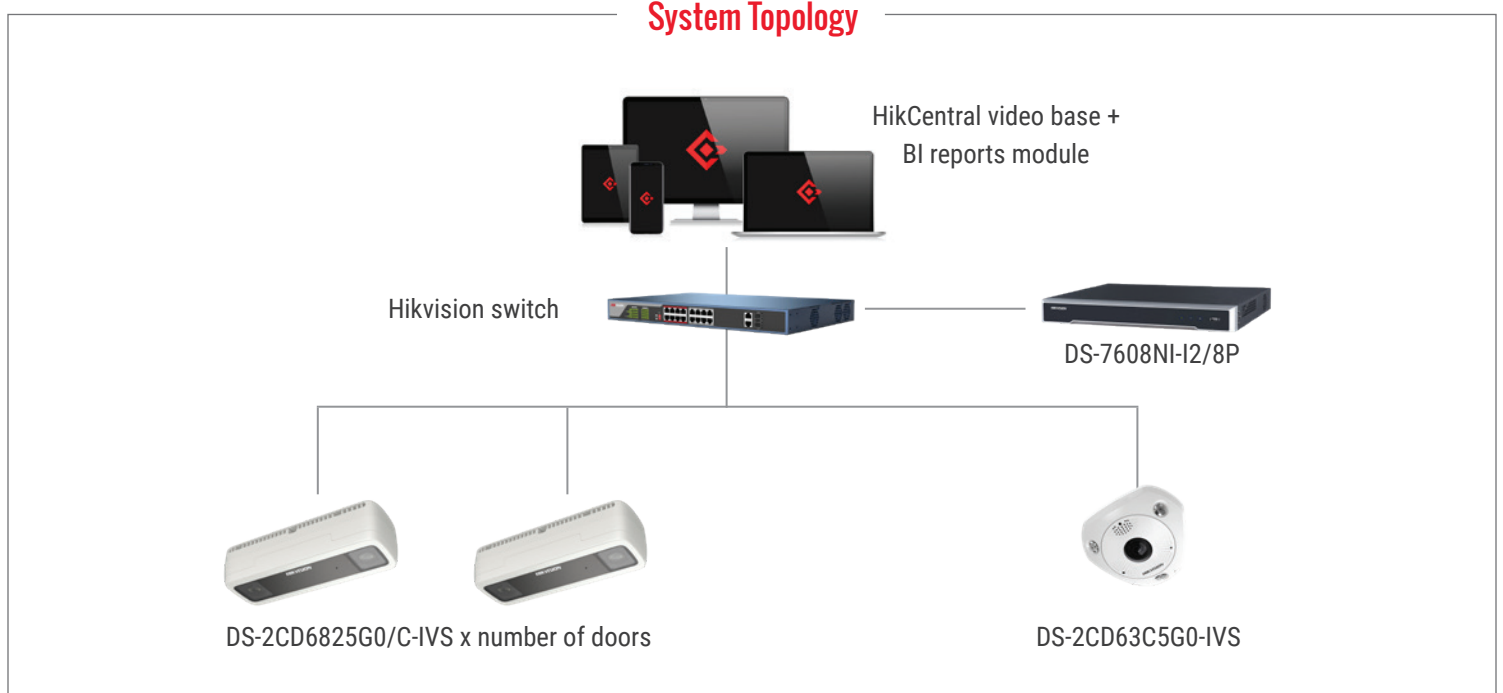
Hikvision Business Intelligence: Maximize Retail Revenue, Protect People and Assets

Retailers of all sizes have many areas that require security coverage to protect assets. A multi-functional solution can address challenges by providing business intelligence analytics such as:

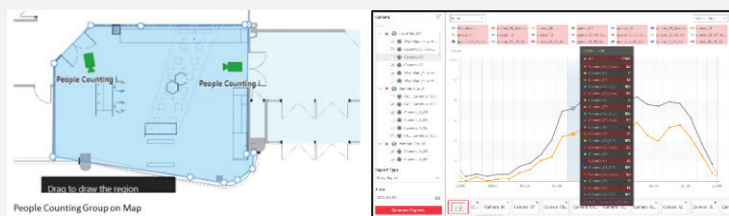
- Knowing the store's retail popularity, peak hours, and visitor flow
- Enabling a threshold of customers to ensure employee and visitor safety
- Cover larger areas and show precise details while deploying fewer cameras for greater efficiency and cost savings

Hikvision business intelligence solutions can deliver actionable statistic reports and other useful analytics to help retailers and restaurants optimize revenue, loss prevention, and marketing while protecting people and assets.

System Topology



Solution Feature Highlights



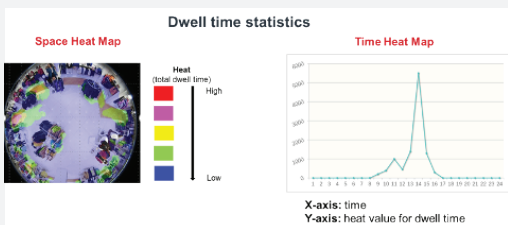
a. Highly Accurate Visitor Flow Counting

Count the number of people entering and exiting your establishment. Camera analytics can generate daily, weekly, and monthly statistical reports. Business owners and operators easily gain insight into store popularity and peak shopping hours.



b. Occupancy Threshold Alert

Ensure people density control requirements for the safety of staff and patrons, by tracking the number of people in a specific location at a certain time. The system will send alerts based on a pre-defined threshold for total number of people allowed.



c. Panoramic Monitoring & Analyzing

Indoor 360-degree panoramic view to enhance monitoring capabilities, deter shoplifting, and view where people spend the most amount of time in your store. Statistic reports clearly show browsing trends to enhance marketing optimization efforts.

Product Showcase

People Counting Camera DS-2CD6825G0/C-IVS



- 2 mm Fixed Lens
- Field of View: Horizontal FOV 104.5°, Vertical FOV 70.5°, Diagonal FOV 112°
- Separately Counts People Entering and Exiting a Specified Area
- Supports Real-Time Uploading and Uploading by Statistical Cycle
- Supports Target Filtering by Height

Fisheye Camera DS-2CD63C5G0-IVS



- 1/1.7" (12 MP) Progressive Scan CMOS
- 360° Viewing Angle
- Multiple Viewing Modes
- Graphic Description of Visits in a Configured Area (Calculated by People Number or by Dwell Time)
- Can Provide Space Heat Map and Time Heat Map Line Chart

HikCentral Video Base + BI



- POC Default include 16-Ch Video Base License and BI Module
- BI Module Supports People Counting, Heat Mapping and Queuing Reports
- Display Number of People in The Area by Adding All People Counting Camera Data
- System Will Provide Alert When Number of People Exceeds Pre-Defined Threshold

I Series NVR DS-7608NI-I2/8P



- Up to 8 Cameras Plug and Play
- 8 Channel Support
- 80 Mbps Incoming Bandwidth
- HDMI Video Output up to 4K

8 Port Unmanaged Gigabit PoE Switch DS-3E0510P-E



- Layer 2 network switch designed for video data transmission
- 8x 10/100/1000 Mbps Ethernet Ports
- 1x 10/100/1000 Mbps Uplink Ethernet Port and 1x 10/100/1000 Mbps uplink SFP port