

MOBOTIX  
VERTICALS

# RETAIL

MOBOTIX Video Technology for Security,  
Service & Sales

BeyondHumanVision

MOBOTIX



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# Security, Service, and Sales

## More than just security – actively promoting your sales

When looking at Retail, security such as shoplifting or internal theft comes to mind, apart from these applications MOBOTIX support data driven marketing, process efficiency, optimizing queues and service which can **increase the daily sales and save on potential losses**.

MOBOTIX video technology is being used in the current pandemic's challenges we are all facing. The flexible, scalable video systems can be used for mask detection and social distancing with the integrated analytics available.

### What is retail?

The retail sector is one of the largest verticals where video technology provides much needed support, **any store, any reataurant** or **any area which is open to public** and has consumers as the primary base of focus (e.g. shopping malls, supermarkets, markets, pharmacies, banks, insurance companies, and other services (e.g., cosmetics, fitness studios), gas stations, restaurants, and fast-food outlets. This list ist expendable).



# Shopping as an Experience

# SHOPPING

MOBOTIX video systems support retailers in all relevant areas. They ensure a high level of security and smooth processes.

## Protection against loss of money & goods



- Prevent in house stock theft
- Detect shoplifting
- Prevent burglary
- Violence deterrence
- Money monitoring

## Building & personal security



- Vandalism
- Detects accidents
- Detect objects
- Monitor entry & exit points
- Parking area security
- Fire detection

## Access control



- Staff access
- Delivery Access
- Customer entry points
- Number of customers



# G CENTER

## Fashion Clothing



### Pandemic protection



- Detect wearing of masks
- Count customers
- Avoid overcrowding of areas (ensure social distancing)
- Recognize divergent temperatures of people

4<sup>TH</sup> LEVEL



### Sales and service optimization



- Identify heat maps/movement profiles
- Data Driven Marketing
- Queue management
- Staff Efficiency
- Customer profiles
- Parking management

## SUPERMARKET



2<sup>ND</sup> LEVEL



Discover more:



MOBOTIX





Find out more at:  
[retail.robotix.com](https://retail.robotix.com)



# Protection Against Loss of Money and Goods

## Prevent, document, track and clarify causes

Inventory discrepancies cause a significant loss in retail. External shoplifters account for two-thirds of cases, while employees and suppliers account for one-third. With the high-resolution images from MOBOTIX cameras, **can be tracked, explored and actions taken**.

Regardless of light conditions, reliable detection of unwanted persons **can trigger alarms automatically** through Activity Sensor technology and event triggers. Using object detection and UltraLow Light sensors, MOBOTIX systems not protect the store itself but warehouse space and roof entry points while also being a deterrent for would be intruders.

Video technology can also be linked to the POS system, so that synchronous evaluations of POS movements and video images are possible. This allows inventory or cash register discrepancies to be effectively clarified.

- Prevent in house stock theft
- Detect shoplifting
- Prevent burglary
- Violence deterrence
- Money monitoring



### Discreet in appearance - offensive in performance

With their discreet or completely concealed camera housings, MOBOTIX cameras blend inconspicuously into store interiors. Thanks to their flexibility (S16, S74) and hemispherical all-round view (c26, Q26), large areas can also be covered with just a single camera - discreet, powerful and easy on the budget.





MOBOTIX v26  
*Perfectly protected indoor dome*



Discover the full potential  
[www.mobotix.com/en/products](http://www.mobotix.com/en/products)





# Building and Personal Security

## Many people – many unpredictable situations

Incidents occur in retail stores all the time. **Vandalism, arguments, accidents, or abandoned bags** are some examples. MOBOTIX video technology with intelligent camera software can detect and trigger alarms.

The video system also assists with **fire detection and targeted hazard prevention**. Cameras can monitor the keeping clear of emergency exits and also protect parking lots and surrounding around the clock.

- Prevent vandalism
- Detects accidents
- Detect objects
- Monitor entry & exit points
- Parking area security
- Fire detection

## Integrated analysis functions and MOBOTIX Analytic Apps offer numerous possibilities



### AI-Intrusion-PRO

Shows intruders crossing one or a sequence of virtual lines. Multiple lines increase system reliability.



### AI-Smoke

Smoke detection inside and outside. For all optical image sensors.



### AI-Loitering

Detects suspicious behavior of people who remain in certain areas for an extended period of time.



### AI-Lost

Detects unattended luggage and other objects as well as the removal of objects.



**MOBOTIX S74**

*Discreet. Flexible. Brilliant.*



**MOBOTIX T26**

*Hemispherical door station.  
More overview, more security.*





# Access Control

## Intelligent control of people and vehicles

Stores are usually freely accessible. Nevertheless, there are restricted areas. Entry can be **controlled and monitored** by MOBOTIX Video Systems.

MOBOTIX technology can also support you in **enforcing house bans** thanks to personal recognition. In the wake of the pandemic and for evaluating visitor flows, the **number of customers** is essential. Intelligent camera technology can record these. Likewise, **license plate numbers and vehicle types (trucks, cars) can be detected** for access control to parking and delivery areas.

- Control staff access
- Check delivery access
- Monitor customer entry points
- Number of customers
- Check house bans

## Intelligent analysis functions and MOBOTIX apps expand the possibilities



### MOBOTIX Analytics AI

Detect objects, count persons/objects (also cumulated), detect movement in restricted areas, and create heat maps.



### FF-Group License Plate Recognition

The app recognizes one- and two-line vehicle license plates, even at high vehicle speeds.



### AI-Face Detect Deep

The application counts people on the basis of their faces and also detects the wearing/non-wearing of masks.



### Vaxtor License Plate Recognition

With the app, vehicle license plates from all over the world can be recognized and compared with „blocking/permission lists“, e.g. for access control.



Discover more about MOBOTIX access control:  
[www.mobotix.com/en/products/access-control](http://www.mobotix.com/en/products/access-control)



**MOBOTIX M73**  
*High-End-Kamera mit App-Technologie*



MOBOTIX Back-On-Track:  
[www.mobotix.com/en/backontrack](http://www.mobotix.com/en/backontrack)





# Pandemic Protection

## High security and smooth operations

With restrictions and guidelines due to crises like the pandemic the busier the area is the more control and observance is needed.

With the **MOBOTIX 7 platform** and **versatile analytic apps**, MOBOTIX video systems can **detect surface body temperature**, if **masks are worn** and the **number of people** (even with multiple entrances/exits) and their **proximity**. In such cases alarms can be triggered and announcements can be made.

- Detect wearing of masks
- Count customers
- Avoid overcrowding of areas (ensure social distancing)
- Recognize divergent temperatures of people

**IMPORTANT:** The multifunctional MOBOTIX video systems retain their added value beyond the pandemic. While many other systems act very specifically, MOBOTIX technology can be adapted at any time for numerous new tasks and scaled to meet all applications.

## Apps and integrated analysis for pandemic protection



### MOBOTIX Analytics AI

Detect objects, count persons/objects (also cumulated), detect movement in restricted areas, and create heat maps.



### AI-Crowd Deep

The app estimates and monitors the number of people in an area and detects social distancing.



### AI-Face Detect Deep

The application counts people on the basis of their faces and also detects the wearing/non-wearing of masks.



### AI-Occupancy

The application defines the exact occupancy rate (in percent) of one or more areas.

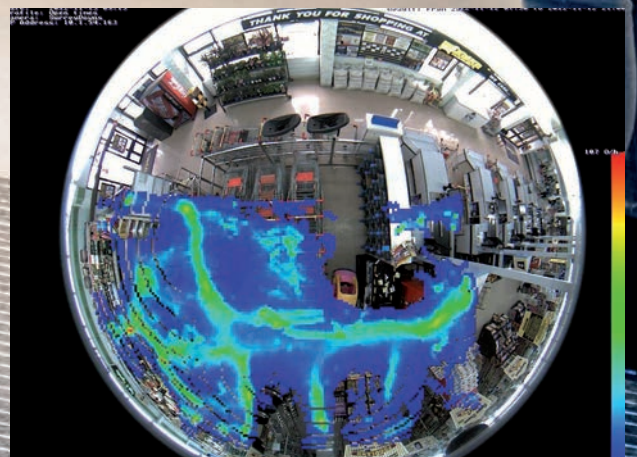


### AI-People

The app counts people who cross a virtual intersection line, e.g., in the area of a door, in a certain direction.

# MOBOTIX c26

*All around subtle. All around in the picture.*



MOBOTIX Software:  
[www.mobotix.com/en/products/software](http://www.mobotix.com/en/products/software)



# Sales and Service Optimization

## Increase sales with video technology

MOBOTIX video systems can help **increase sales and improve customer experience!** With the help of **integrated analytic tools**, you can gain valuable insights into your customers' structure and preferences. **Heat maps**, show the preferred walking routes. **People recognition apps** tell you who visits your store (gender and age). Based on this, you can react in a targeted manner. Be it through appropriate product placements or the adjustment of the assortment.

Over queuing and delays allow the management of staff accordingly to serve customers quickly and reliably. Intelligent apps also **detect how busy the parking lot** is and where there are still **free spaces** to be found. **License plate recognition** can also provide you with valuable insights into the catchment area of your customers which could be interesting for the distribution of your advertising.

- Determine heat maps/movement profiles
- Data Driven Marketing
- Queue management
- Staff deployment
- Customer profiles
- Parking management

## Apps and integrated analytics that can boost your sales



### MOBOTIX Analytics AI

Detect objects, count persons/objects (also cumulated), detect movement in restricted areas, and create heat maps.



### AI-Bio Deep

The app enables the biometric analysis of customers or visitors based on gender, age and length of stay in the image area.



### AI-Occupancy

The application can identify areas that are overcrowded, e.g. with too many people or vehicles, based on the occupied portion in relation to the total area.



### AI-Parking

The app can classify vehicles and recognize if and how many parking spaces are free or occupied.



### FF-Group License Plate Recognition

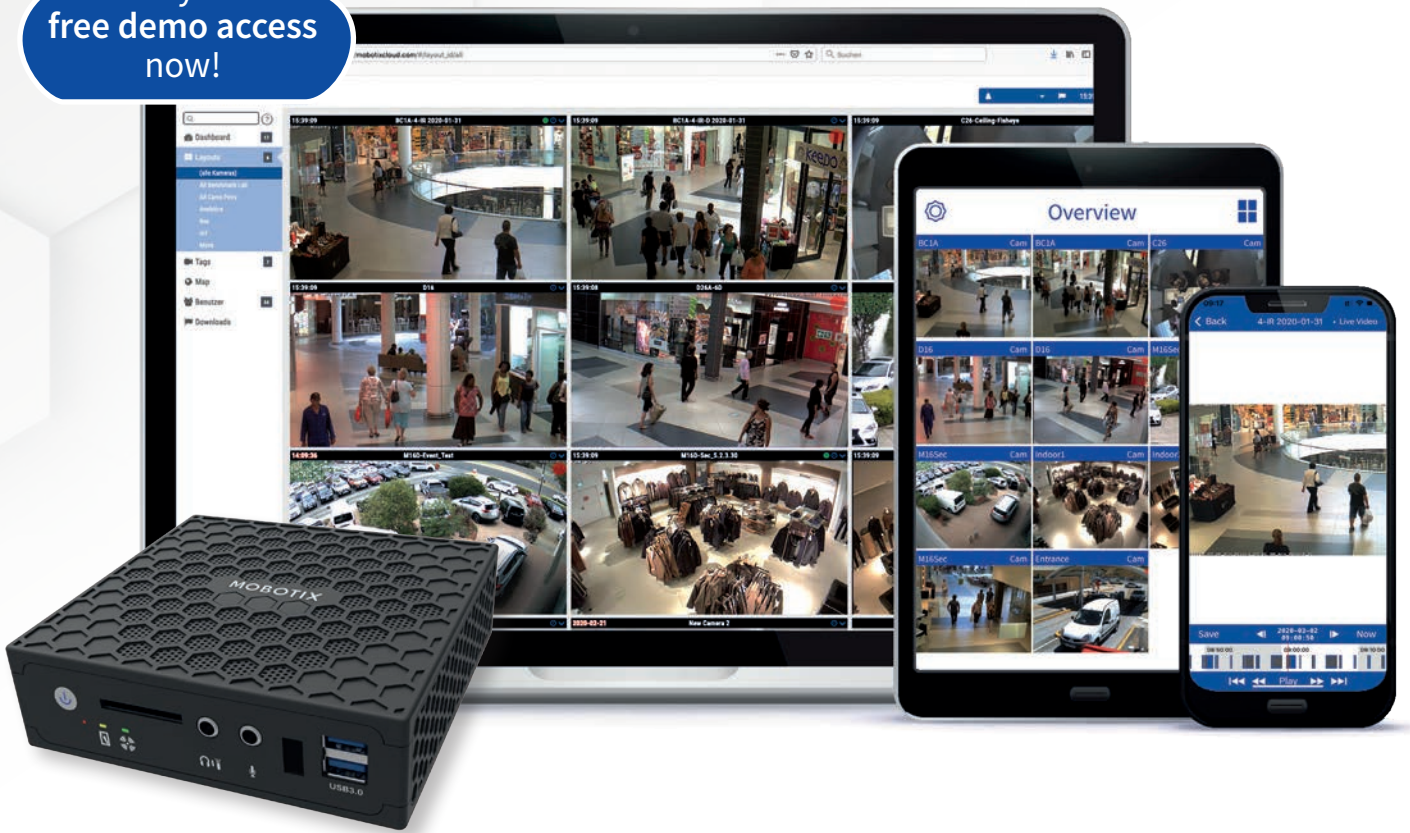
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### Vaxtor License Plate Recognition

With the app, vehicle license plates from all over the world can be recognized and compared with „blocking/permission lists“, e.g. for access control.

Get your  
free demo access  
now!



Get your free demo access now!  
[cloud.robotix.com](http://cloud.robotix.com)



# MOBOTIX CLOUD – Overview from anywhere

## Flexible, scalable, and discreet

MOBOTIX CLOUD offers greater benefits, especially for retailers and in the branch and franchise sector. Whether it's a matter of maintaining an overview in several branches simultaneously or providing individual employees with targeted access to video surveillance: Secure access to your systems is always possible from anywhere via the MOBOTIX CLOUD. Directly from the device of your choice, such as smartphone, tablet, or PC. This makes the entire system mobile and flexible. You can freely scale the MOBOTIX CLOUD and adapt it continuously to your needs.

For example, branch managers or security services can view the current situation on-site from outside. By assigning individual user rights, the administrator can explicitly activate separate cameras. The corresponding authorized persons then have local access to the cameras only.

### Whether on-site or in the MOBOTIX Cloud: cybersecurity first!

MOBOTIX solutions have received numerous awards for cybersecurity. The MOBOTIX Cactus Concept sets standards in video surveillance that you can rely upon.



Discover the MOBOTIX Cactus Concept:  
[www.mobotix.com/en/cactus-concept-cyber-security](http://www.mobotix.com/en/cactus-concept-cyber-security)

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PREMIUM TECHNOLOGY Partner

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TECHNOLOGY Partner

**MOBOTIX**

SOLUTION Partner



*MOBOTIX Partner Solutions*

[www.mobotix.com/en/mobotix-partner-society](http://www.mobotix.com/en/mobotix-partner-society)



# Together

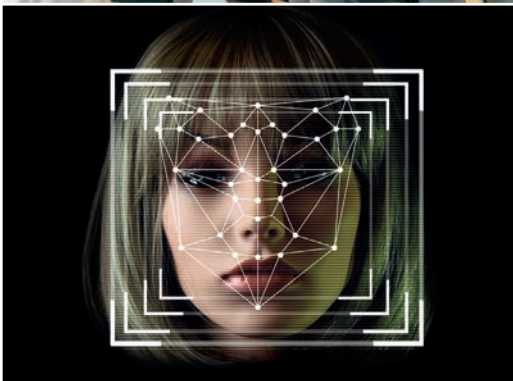
## MOBOTIX Partners develop specific unique solutions

We constantly monitor developments and trends in the industry. At the same time, we know that we can't keep track of all the requirements worldwide on our own. This is why cooperation with MOBOTIX partners with practical experience is so important. This enables us to offer you the best available market solutions with our premium camera technology for almost any special requirement.



### Example: POS cash register integration - clarifying irregularities beyond doubt

With POS systems' integration into the MOBOTIX system, you can clarify irregularities beyond doubt for customers and staff. For this purpose, the transaction data of a network cash register is transferred to a MOBOTIX camera and stored in the memory via the Smart Data interface. You can search cash register transactions by item, price, time, or personnel, for example. The videos that exactly match the respective transaction can be played back.



### Example: Customer analysis - from target group to current level of satisfaction

Customer analysis with video technology provides retailers with valuable input for more sales potential. Intelligent facial recognition software at the entrance automatically determines the number of people with demographic breakdowns such as gender and age. Sentiment analysis can even reflect how satisfied the customer is. You can also use license plate recognition to determine the catchment area and shopping time.



### Example: Innovation and security as part of the all-around shopping experience.

MOBOTIX video technology can not only contribute to safe shopping but also positively influence the entire environment. Video solutions combined with e-charging stations offer customers parking lots additional services that go far beyond mere shopping. They can provide a decisive edge over the competition, especially if they are reliable and secure.

# Proven in Practice

## Worldwide success in retail

### hagebau Schneider (D)

hagebau offers products for DIY and artisans at 1,700 locations in Europe. The Schneider Group operates 13 of these stores in Upper Bavaria, with several thousand customer visits every day.

In these stores, 134 MOBOTIX cameras protect against theft, burglary and ensure the customers' and employees' safety. MOBOTIX outdoor cameras monitor outdoor areas. DSGVO-compliant access to the video footage is provided with explicit user rights. An interface to the POS system is designed to resolve checkout discrepancies.

Customer flow analysis to optimize the shopping experience is planned. Customer counting is already in use in the pandemic to ensure that there are not too many people in the store. In the hagebaumarkt, they use digital mask recognition from MOBOTIX partner SAFR with a MOBOTIX M73 or v26 camera. If a mask is missing, a loudspeaker announces to check the face mask.



- Maximum security, pandemic protection, and targeted customer analysis

### AH Elzinga (NL)

AH Elzinga operates a supermarket in Meppel, the Netherlands. The goal was to use video technology to effectively prevent incidents in the store and its immediate surroundings to ensure the customers' and employees' safety. The video system's high quality and maintenance-free nature and reliable protection against hackers were essential to Elzinga.

30 high-resolution MOBOTIX cameras monitor the store indoors (c25 and p25) and outdoors, especially the checkout area, the aisle, as well as entrances, and parking lots. Upon entering the supermarket, a public monitor alerts customers to the use of video cameras. The cameras themselves are discreet and unobtrusive.

The high-resolution images can be used in police investigations. The cameras are also used to check customer traffic based on the video images. Thanks to targeted staff deployment, waiting times are reduced.



- Security, deterrence, and improved customer service



## Jeweler Meiller (D)

The jewelry store Meiller in Schwandorf carries about 200 exclusive jewelry brands. Trust and discretion are core values. A video system is part of the essential equipment for insurance reasons alone.

Nine MOBOTIX c25 indoor cameras were installed in the store. The light-sensitive sensors with 6MP moonlight technology ideal for identifying people and details even in poor lighting conditions. Besides, a p25 indoor camera was installed in the checkout area. With its telephoto lens, it provides reliable details for maximum security and to resolve checkout differences. The recordings are only viewed in the event of concrete suspicions or irregularities.

With their discreet and elegant design, MOBOTIX cameras are not even visible on the ceiling at first glance. Their small diameter and weight make them ideal for installation on roofs.



- Discreet security and brilliant images even in poor lighting conditions

## Short Hills Mall (USA)

„The Mall at Short Hills“ near New York houses 160 specialty stores on 1.3 million square meters. The aim is to protect customers and employees in the sprawling complex from crime. Also, the video images will serve as evidence in the event of incidents.

There are 75 MOBOTIX DualDome D15 megapixel cameras in use in the mall day and night. They each have two lenses for 360-degree surveillance. This significantly reduced the total number of cameras, cutting costs in half. The discreet deployment also suits the aesthetics of the premium shopping center.

The MOBOTIX IP video systems are part of a flexible platform that can be scaled as needed. Security teams can access cameras via tablets. Only authorized users have access rights.

With the high-resolution camera images, the police has already solved a severe incident where a person was assaulted out of a car.



- A scalable security system increases safety and provides evidence.

## LET US TALK

- [retail.mobotix.com](http://retail.mobotix.com)
- [retail@mobotix.com](mailto:retail@mobotix.com)



*Newsletter registration:*

[www.mobotix.com/en/node/10468](http://www.mobotix.com/en/node/10468)



# The Way to Your Customized MOBOTIX Solution

## Discuss, plan and ensure sustainable benefits

MOBOTIX solutions are sold by qualified distributors, dealers and partners around the world.

Professional MOBOTIX installers and service providers for video surveillance and sector applications have proven expertise. Our partners will work with you to design and implement your intelligent MOBOTIX solution to meet your specific requirements.

## MOBOTIX – there for you every step of the way... that includes online too!

Of course, we will be happy to help you directly with any questions you may have about your requirements.

- Specific video system solutions for retail
- Complete overview of the powerful MOBOTIX portfolio
- Free download of brochures and documentation
- Practical examples of MOBOTIX solutions



Find out more at:  
[retail.mobotix.com](https://retail.mobotix.com)

**MOBOTIX**

# Intelligent Video Security Solutions

MOBOTIX offers a comprehensive range of solutions for all aspects of video-based security systems. We develop high-quality, decentralized, energy-efficient systems that mean our customers save money on every MOBOTIX system installed.

Our motto **BeyondHumanVision** is also our mission: MOBOTIX is fully committed to making itself the most reliable company it can be, one that protects people and property by using intelligent, cyber-secure video technology to go beyond human vision.

## Best Image Quality - Made in Germany

MOBOTIX video systems consist of powerful, high-quality components. Made in Germany - assembled and thoroughly tested at our location in Langmeil. Even under difficult lighting conditions our video systems deliver excellent image quality for all applications in the retail sector. You can rely on us!

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