



QUALITY BY DESIGN



## RETAIL SECURITY SOLUTION

-Smart  
-Secure  
-Substantial



### Security

- HD video surveillance
- 7\*24 real time monitoring
- Remote monitoring and playback



### Loss Prevention

- POS integration
- Audio and video overlay
- Shorten the time of criminal searching



### Intelligent Management

- People counting
- Heat map

\* Design and specifications are subject to change without notice.

Retail Security Solution - 01, Mar 2017

www.dahuasecurity.com



**DAHUA TECHNOLOGY CO., LTD.**

No.1199 Bin'an Road, Binjiang District, Hangzhou, China. 310053

Tel: +86-571-87688883 Fax: +86-571-87688815

Email: overseas@dahuatech.com

www.dahuasecurity.com







# RETAIL CHALLENGES AND ITS CORRESPONDING SOLUTION



By the impact of fast developing online shopping through PC and mobile, retail stores are facing great challenges. How to improve the customer satisfaction and maximize per customer transaction? How to provide a safe environment when customer is shopping and how to reduce unnecessary losses?

All these measures can contribute to keep OPEX low, increase store running efficiency and obtain profits. Dahua retail security solution provides what you need. It improves customer satisfaction, secures safe shopping environment, and optimizes business results thus to grow your business.

The solution is designed for you.

## Challenges



**Security**

- Shoplifting
- Salesperson fraud
- Goods scattering
- Customer disputes
- Other risk factors of the surrounding environment

**Business**

- Overstock and inventory mishandling
- Unknown customer preference
- Unoptimized employee arrangement and shift

## Solution



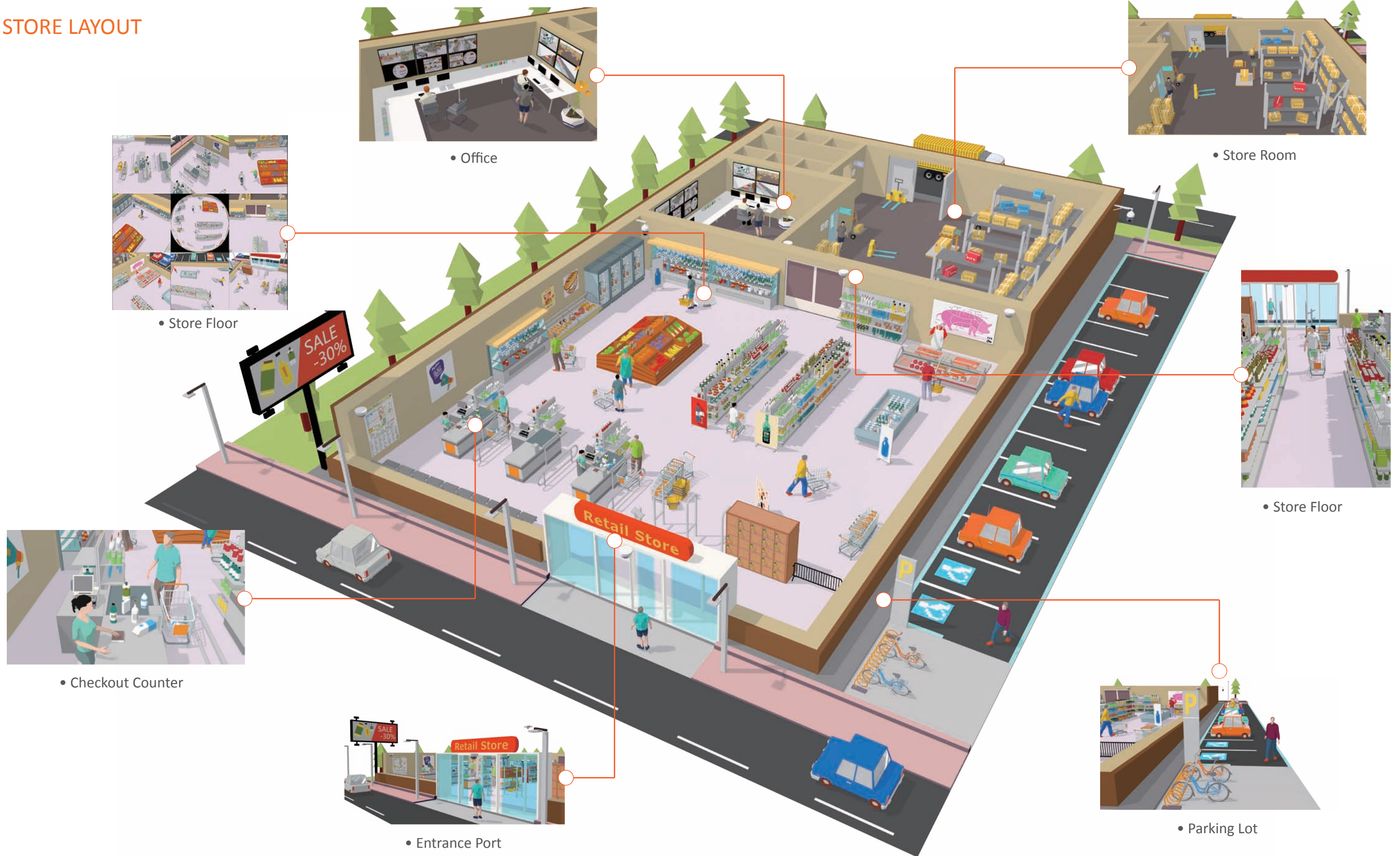
Provide more details without blind spots . Ensure the safety of your employees, customers and property. Prevent the occurrence of theft.

Corridor mode suitable for narrow shopping hallway which enables minimized cameras usage to monitor same area.

People counting, Heat map functions ease the management, which can greatly improve customer satisfaction and enhance user experience, and create more profits.



# STORE LAYOUT





## APPLICATION AREA

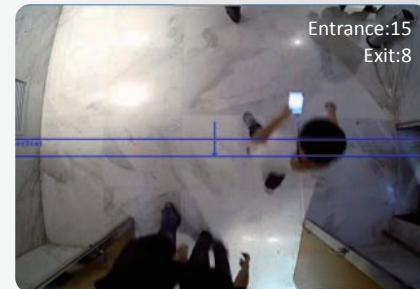
### Entrance Port



By the impact of online shopping and mobile shopping, store operating costs continue to rise. Reduce unnecessary losses, improve the safety of the shop is one way to obtain greater profits. Dahua products take care of your needs in these cases. The intelligent function like people counting, provide valuable data sources for management improvement.

#### • People Counting

Ultra camera can provide people counting function. It can calculate the people flow at the entrance, and export the daily/monthly/yearly report. It is useful for business analysis to improve your business.



#### • Super WDR

Dahua Ultra Smart series cameras can reach up to 140dB Wide Dynamic Range for obtaining a crystal clear image quality even in high contrast sunshine environment. You can clearly monitor the entrance details of the store.



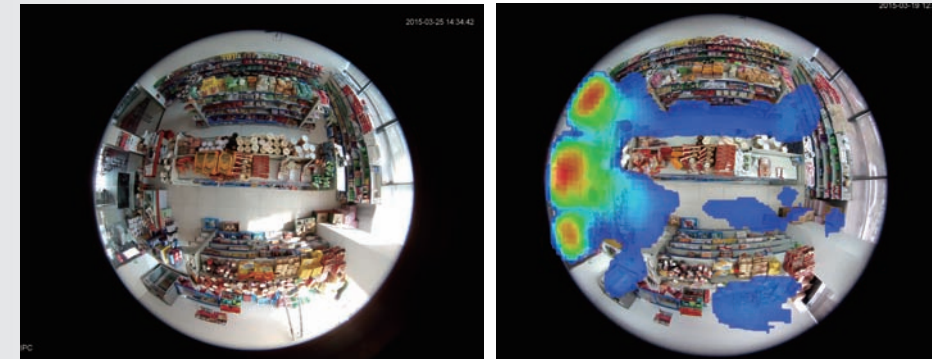
### Store Floor



The store floor is the central area of the store. To monitor the overall situation and automatically track suspicious target is necessary. A heat map enabled by the fisheye camera can help you to better manage the goods display, and enhance customer experience. You can also monitor valuable goods with a pinhole camera if needed.

#### • Heat Map

A Fisheye camera provides Heat map function for hot areas, which can help you to do business analysis. A fisheye camera also can capture images around the store floor.



#### • Dewarping Modes



#### • Auto-tracking



You can set presets/tours through a high speed PTZ camera. A suspicious target is auto tracked once it is marked.

#### • Corridor Mode



Corridor mode suitable for narrow shopping hallway which enables minimized cameras usage to monitor same area.



## Checkout Counter



Customer disputes and salesperson fraud occur frequently in the checkout counter. High-definition video, audio, POS overlay can improve identifying the cause of the problem.

### • POS Integration

Video image and the corresponding POS information can be shown simultaneously, both in the real-time play and playback mode. Text searching is supported to get certain bill and associated video recordings.

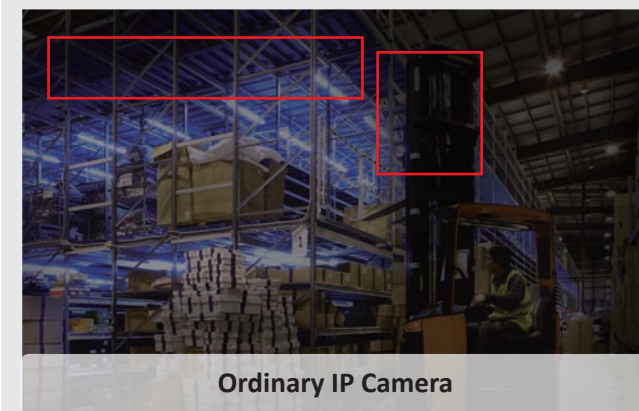
Name	Price	Quantity	Amount
Pizza	20.00	1.00	20.00
Pepsi	10.00	1.00	10.00
Bread	30.00	1.00	30.00
Apple	15.00	2.00	30.00
Cola	5.00	2.00	10.00
Wine	30.00	1.00	30.00
<b>Total</b>	6.00	130.00	
<b>Paid</b>		200.00	
<b>Change</b>		70.00	

## Store Room



Starlight camera can make sure your store room is under 24-hour careful surveillance, no matter the light conditions, greatly reducing the probability of pilferage. Whether day or night, the starlight camera can clearly provide all the details guarding the store room, to prevent theft.

- Starlight camera provide



Ordinary IP Camera



Starlight IP Camera

- 2. See clearly in backlight



## Office



Office area is the entire information center. Shop owners can easily browse the business analysis report, the heat map reports of the shelf area, as well as people counting report through NVR video and report output. Even after hours, the NVR will alert abnormal behavior and send alarm messages through mobile phone or via email etc.

## Parking Lot



As for the parking lot, Dahua provides different type of HD cameras and PTZ domes, to catch abnormal behaviors in time and apply intelligent tracking. When there is a car crash or pilferage, HD video can help to lock the suspects and report in time. Many store have their own parking lot. Potential suspicious target can be identified and tracked smartly.



• 4K

4K camera provides clear details for the overall parking area. Bullet camera and PTZ camera linkage can better track suspicious target.

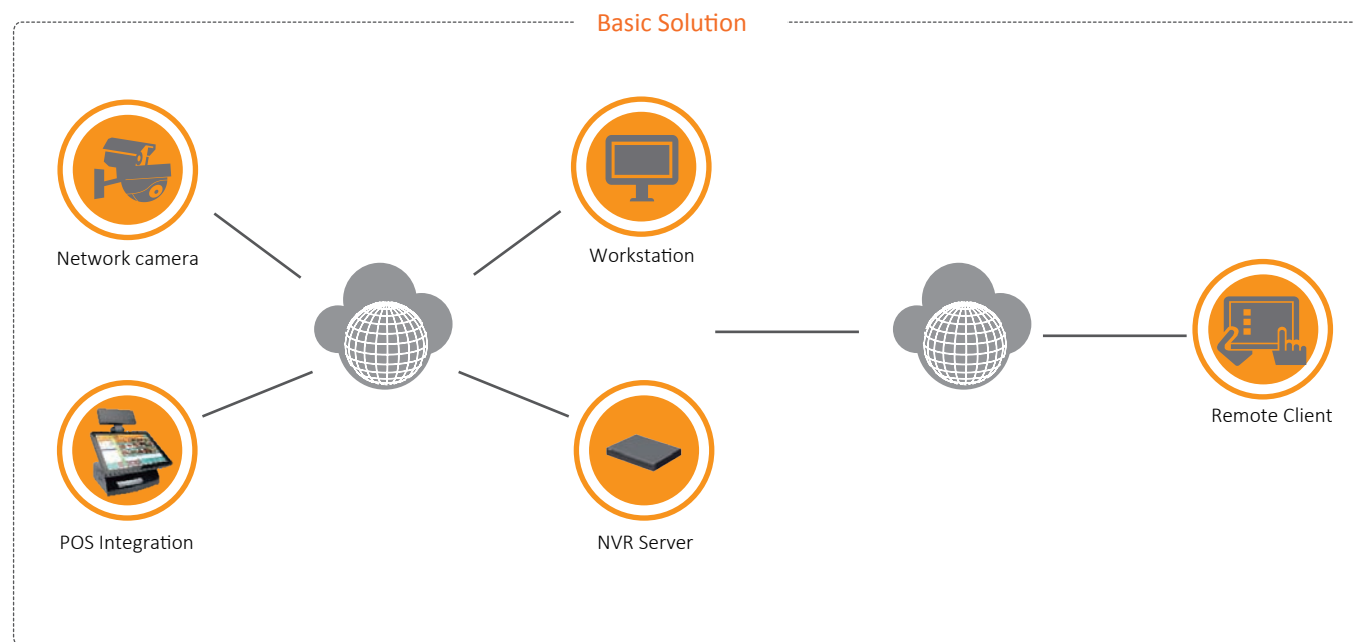


4K Ultra HD Resolution (3840 x 2160P)



HD Resolution (1980 x 1080P)

## SYSTEM STRUCTURE



## DETAIL SYSTEM DESIGN





## PRODUCT SELECTION

### DH-IPC-HDBW8231E-Z



- 1/2.8" 2Megapixel progressive scan STARVIS™ CMOS
- H.265&H.264 triple-stream encoding
- 50/60fps@1080P(1920×1080)
- WDR(140dB), Day/Night(ICR), 3DNR,AWB,AGC,BLC
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- 2.7mm ~12mm motorized lens
- Max. IR LEDs Length 50m
- Micro SD memory, IP67 ,IK10, PoE

### DH-IPC-EBW81230



- 1/1.7" 12M progressive scan STARVIS™ CMOS
- H.264 & MJPEG dual-stream encoding
- Max 20fps@12M(4000x3000), 25/30fps@4K
- Multiple Correct Mode: Original ,Panoramic, Double Panoramic, 1+3,Eptz,4 pictures
- DWDR, Day/Night(ICR), 3DNR,ROI, AWB, AGC, BLC
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- Max. IR LEDs Length 50m
- 1/1 Audio in/out(Built in Mic)
- Micro SD memory,IP67,IK10,PoE

## PRODUCT SELECTION

### DH-IPC-HDW4231EM-AS



- 1/2.8" 2Megapixel progressive scan STARVIS™ CMOS
- H.265&H.264 triple-stream encoding
- 50/60fps@1080P(1920×1080)
- Smart detection supported
- WDR(120dB), Day/Night(ICR), 3DNR,AWB,AGC,BLC
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- 3.6mm fixed lens (2.8mm,6mm optional)
- Built-in Mic
- Max. IR LEDs Length 50m
- Micro SD memory, IP67, PoE

### DH-IPC-HDBW4231F-AS



- 1/2.8" 2Megapixel progressive scan STARVIS™ CMOS
- H.265&H.264 triple-stream encoding
- 50/60fps@2M(1920×1080)
- Smart Detection supported
- WDR(120dB), Day/Night(ICR), 3DNR,AWB,AGC,BLC,
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- 3.6mm fixed lens (2.8mm, 6mm optional)
- Max. IR LEDs Length 20m
- Micro SD memory, IP67, IK10, PoE

### DH-SD52C225U-HNI



- 1/2.8" 2Megapixel STARVIS™ CMOS
- Powerful 25x optical zoom
- H.265 Encoding
- Starlight technology
- Max. 50/60fps@1080P, 25/30/50/60fps@720P
- Auto-tracking and IVS
- Support PoE+
- IK10

### DH-IPC-HUM8230



- 1/2.8" 2Megapixel progressive scan STARVIS™ CMOS
- H.265&H.264 triple-stream encoding
- 25/30fps@1080P(1920×1080)
- Day/Night(Electronic), 3DNR,AWB,AGC,BLC
- Smart detection
- 2.8mm Pinhole Lens
- Micro SD memory, PoE

### DH-IPC-HDBW4231E-AS



- 1/2.8" 2Megapixel progressive scan STARVIS™ CMOS
- H.265&H.264 triple-stream encoding
- 50/60fps@1080P(1920×1080)
- Smart Detection supported
- WDR(120dB), Day/Night(ICR), 3DNR,AWB,AGC,BLC
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- 3.6mm fixed lens (2.8mm, 6mm optional)
- 1/1 Alarm in/out, 1/1 audio in/out
- Max. IR LEDs Length 30m
- Micro SD memory, IP67, IK10, PoE

### DH-IPC-HFW81230E-Z



- 1/1.7" 12Megapixel progressive scan CMOS
- H.265&H.264 triple-stream encoding
- 20fps@12M(4000×3000),25/30fps@4K(3840×2160)
- DWDR, Day/Night(ICR), 3DNR,AWB,AGC,BLC
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- 4.1mm ~16.4mm motorized lens
- Max. IR LEDs Length 50m
- Micro SD memory,IP67,IK10,PoE

### DH-IPC-EB5500



- 1/3" 5Megapixel progressive scan CMOS
- H.264 & MJPEG dual-stream encoding
- Max 12fps@5M(2560x1920), 25/30fps@UXGA
- Day/Night(Electronic), 3DNR, AWB,AGC,BLC
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- 1.42mm fixed lens
- Micro SD memory, IK10, PoE

### DH-SD22204T-GN



- 1/2.7" 2Megapixel CMOS
- Powerful 4x optical zoom
- Support Triple-streams encoding
- WDR, Day/Night(ICR), Ultra DNR
- Max. 25/30fps@1080P, 25/30/50/60fps@720P
- IVS
- Support PoE
- Max 100°/s pan speed
- IP66, IK10

### DH-SD59230U-HNI



- 1/2.8" 2Megapixel STARVIS™ CMOS
- Powerful 30x optical zoom
- Starlight technology
- H.265 Encoding
- Max. 50/60fps@1080P, 25/30/50/60fps@720P
- Auto-tracking and IVS(Optional)
- Support PoE+
- IR distance up to 150m
- IP66 ingress protection

### DHI-NVR5208-8P-4KS2



- H.265/H.264/MJPEG/MPEG4 codec decoding
- Max 320Mbps incoming bandwidth
- Up to 12Mp resolution preview&playback
- HDMI/VGA simultaneous video output
- 3D intelligent positioning with Dahua PTZ camera



## PRODUCT OVERVIEW

Product	Entrance Port	Store Floor	Checkout Counter	Store Room	Office	Parking Lot
DH-IPC-HDBW8231E-Z 	●					
DH-IPC-EBW81230 		●		●		
DH-IPC-EB5500 		●		●		
DH-SD22204T-GN 		●				
DH-SD52C225U-HNI 		●				
DH-IPC-HUM8230 		●	●			
DH-IPC-HDBW4231E-AS 			●	●		
DH-IPC-HDW4231EM-AS 			●			
DH-IPC-HDBW4231F-AS 			●			
DH-SD59230U-HNI 						●
DH-IPC-HFW81230E-Z 						●
DHI-NVR5208-8P-4KS2 					●	

## SUCCESSFUL CASE



### Shop N Save Market, Fiji

Dahua offers dome camera, bullet camera and NVRs. IR dome cameras are installed in the entrances, exits and sales floor to prevent potential crime. The IR bullet cameras are installed in the cash desk area and integrate with POS so that each transaction can be stored with attached video.



### Tanishq Jewelry Store, Nagpur, India

As a total solution provider, Dahua offers a full range of Cameras and DVRs for selection and practical VMS to operate, such as PSS and DMSS. With in-house technology and superb image, the product was highly appreciated by Tanishq official.



### LuLu Hypermarket, Muscat, Oman

LULU Hypermarket is the largest shopping mall in Oman, located in Muscat. Dahua's HDCVI cameras cover both inside and outside of the mall, as well as parking floor. Dahua also provides central storage devices, control center devices and DSS management platform to secure the Hypermarket.



### Heron City shopping mall, Barcelona, Spain

Dahua POE solution which consist of POE camera & NVR meet the eyes. The IR bullet, Dome and eyeball camera feature the design to meet the scenarios for both indoor and outdoor, entrances and exits, cashier in stores and parking lots. The POE NVR saves a lot of time and support 8-ch 1080P playback.