Overview

IntelliVision's *Smart Retail* product instantly and continuously gathers actionable data from one or multiple retail stores and automatically assembles it into meaningful metrics and information. With this information management can better serve the customer and maximize store revenue and profitability. IntelliVision's Smart Retail product comprises five key features that elevate management's understanding of their customers and stores to a new level:

- People counting

- Customer demographics

- Dwell analysis

- Heat maps

- Management dashboards

Benefits

Smart Retail uses video analytics technology and interactive management dashboards to allow retailers to visually analyze business intelligence data and optimize operations by responding quickly to customer needs and market trends. It provides the following benefits:

- Track vital store data in one place and match against your goals.

- Use insights gained from real-time data to segment your audience and products.

- Detect the age group and gender of your shoppers to better understand your customer base and match their trends.

- Set indicators to monitor the status of your goals, and minimize risks and surprises.

- Compare reports from multiple stores or sets of data to identify differentiators or opportunities.

Features

IntelliVision's Smart Retail has powerful and flexible features:

- **Count People with Accuracy.** Despite lighting and other conditions, Smart Retail's People Counter provides the highest levels of accuracy. Height calibration is easy and allows filtering of adults from children to support more accurate conversion rate calculations.

- **Customer Demographics.** Detects the age group and gender of your shoppers to better understand your customer base and match their trends.

- **Dwell Analysis.** Overhead cameras measure the number of customers passing by a designated area and the level of involvement each customer exhibits. Data collected can be summarized into reports to help retailers and product producers better understand the effectiveness of promotions and advertisements along with placement of product.
    - Data is collected and associated with user-specified zones.
    - Zones and duration thresholds are completely user-configurable.
    - Data can be categorized by individual product/ advertisement based on zones within the store.

- **Heat Maps.** Traffic maps clearly show how consumers move about the premises. The system tracks where people are spending time and with which products or services they come into contact. These customer traffic patterns are recorded and presented in heat map form.

- **Dashboards.** Interactive dashboards give management a comprehensive visual overview of all gathered statistics in real-time.

Applications

Smart Retail can be used for:

- Department stores

- Casual dining restaurants

- Convenience store chains

- Airports and transportation hubs

- Any public area where people counting and traffic analysis is required

Platform Specifications

Accurate people counting requires a stereoscopic camera. Access to Smart Retail data is provided through a secure web-based user interface and through a REST API. The service is available as a:

- Standard, cloud-based managed service.

- Custom, on-premise full stack deployment (for qualified accounts only).

About IntelliVision

IntelliVision is a market leader in AI and Deep Learning-based video analytics and video cloud software for Smart Cameras. IntelliVision solutions provide actionable insights for security and monitoring in Smart Home/Enterprise/City and Retail applications. IntelliVision is a subsidiary of Nortek Security & Control with headquarters in San Jose, California and offices in Asia and Europe.

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