

WISeNET

RETAIL INTELLIGENCE SOLUTION

Creating competitive
advantage

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RETAIL INTELLIGENCE SOLUTION

Creating competitive advantage through intelligence

Hanwha Techwin Europe and Facit Data Systems have developed video intelligence solutions which assist retailers, from small convenience stores to superstores, to increase sales, improve productivity and enhance the customer experience.

Competitive advantage

At a time when competition has never been fiercer within the retail sector, knowledge of customer in-store behaviour is crucial to capitalise on every sales opportunity.

The Wisenet Heatmap and People Counting cameras, which provide reliable, accurate, real-time information about customer in-store behaviour, benefit from the very latest video surveillance technology, much of which is unique to Hanwha Techwin. They are supplied with pre-loaded Facit analytics applications to minimise installation time and ensuring the delivery of seamless, easy to configure solutions which are ready to be put to work straight out of the box.

Heatmapping

The Wisenet **PNF-9010R/FHM** Heatmap cameras captures data which highlights hotspots within a store to indicate customer buying patterns, including dwell times. Capturing superb images, the 12 megapixel 360° Fisheye camera has on-board dewarping, enabling a variety of alternative viewing modes, including single panorama, double panorama and quad views.



PNF-9010R/FHM

4K Fisheye Camera



Key Features

- Max.12megapixel (4000 x 3000) resolution
- H.265, H.264, MJPEG codec
- Variable view mode (Fishyeye, Single panorama, Double panorama, Quad view etc)
- On board dewarping, Digital PTZ (16x) / Bi-directional audio
- True WDR (120dB), WiseStream
- People Counting, Heatmap, Defocus detection
- M12 connector (PNF-9010RVM)
- IK10, IP66 (PNF-9010RV/9010RVM)
- micro SD/SDHC/SDXC (Max. 128GB), PoE

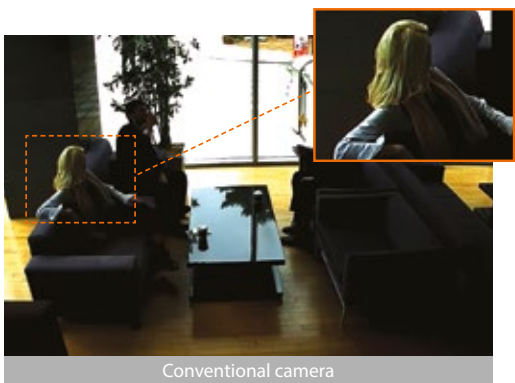
People Counting

The Wisenet **XND-6080/FPC** bi-directional People Counting camera offer retailers the opportunity to measure store efficiency between footfall and actual sales, as well as identify the busiest days, times and seasons, helping manage peaks and troughs of customer flow at checkouts.

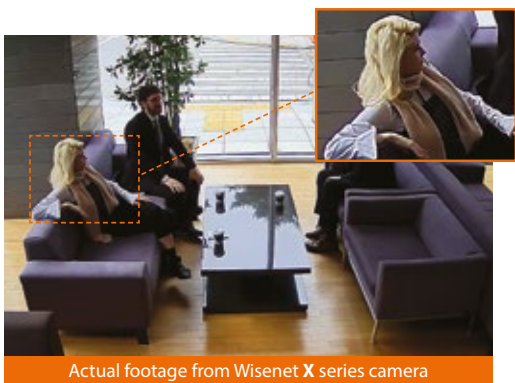


The 2 megapixel **XND-6080/FPC** is part of the Wisenet **X** camera series which features the World's best Wide Dynamic Range (WDR) and the World's best motorised varifocal Low Light lens.

The powerful proprietary chipset allows the Wisenet **X** series to meet the requirements of any retail environment regardless of the lighting conditions, from bursts of bright sunlight, to almost total darkness without the need for IR LEDs or supplementary lighting.



Conventional camera



Actual footage from Wisenet X series camera

XND-6080/FPC

2M Network Dome Camera



Key Features

- Max. 2megapixel (1920 x 1080) resolution
- 2.8 ~ 12mm (4.3x) motorized varifocal lens
- Max. 60fps@all resolutions (H.265/H.264)
- H.265, H.264, MJPEG codec supported, Multiple streaming
- Day & Night (ICR), WDR (150dB), Defog
- Loitering, Directional detection, Fog detection, Audio detection, Digital auto tracking, Sound classification, Tampering
- Motion detection, Handover
- SD/SDHC/SDXC memory slot (Max. 512GB)
- Hallway view, WiseStream II support, IK08
- LDC support (Lens Distortion Correction)
- PoE / 12V DC, Bi-directional audio support

Multi-tasking to maximise ROI

Depending on the field of view, the superb quality images captured by the Wisenet Heatmap and People Counting cameras can also be used by security personnel to detect any suspicious activity as well as provide valuable business intelligence for marketing, merchandising, human resources and retail operations departments. The **XND-6080/FPC** even has an audio analysis function which recognises different types of sounds, such as gunshots, explosions, screams, and broken glass.

The integrated solution

The Wisenet Heatmap and People Counting cameras are fully supported by Hanwha Techwin’s comprehensive range of video recorders. They have also been integrated with Wisenet SSM and Facit’s intelligence software to enable real-time generation of analytical customised reports. Facit’s solutions are design to be scalable so they work with all sizes of retail video surveillance network.

Wisenet SSM

Wisenet SSM is Hanwha Techwin’s powerful video management software which facilitates live monitoring, recording, playback and event based monitoring of video. It also supports integration with third party systems such as intruder alarms, fire detection, access control and specialist analytics solutions, to offer a fully integrated security system.

Intelligence software delivering live reporting

Facit’s retail analytics reporting software combines multiple performance factors to give retailers a clear indication about where to focus their sales efforts. Retailers can observe, capture and track multiple sales factors and identify which factor has priority, such as:

- Visitor Breakdown
- Customer Dwell Time
- Customer Pattern
- Footfall
- Queue Waiting Time



Calculus

Calculus is Facit’s server based software designed for larger retail stores and is available in two options – Calculus Pro and Calculus Enterprise. Dependent upon store size, up to 16 cameras can be connected to Calculus using a single core i7 PC. On-going multiples of up to 16 cameras can be added by installing additional PCs, providing almost limitless configuration options to enable the end user to tailor the system to meet their precise requirements. Facit Calculus supports bi-directional People Counting and heat mapping with real time and time lapse viewing functions and provides both on-site and off-site reporting to worldwide locations.

Calculus Enterprise also offers retailers a new performance measure in the form of ‘missed opportunity’. Retailers can evaluate missed sales opportunities based on people who entered the store but did not buy a product and convert to a purchasing customer.

People Counting example report



- Performance
- Dwell Time Estimates
- Customer Pattern

Heat Mapping example report



- Hot Spots Identification
- Visitor Breakdown

Queue Manager example report



- Wait Time Periods
- Site Efficiency
- Live Alerts

Argus

Facit’s Argus shares all the advanced features in Calculus, but has been designed specifically for smaller applications. The system can be programmed to provide both on- site and off-site reporting.

Argus is currently available in four variations:

- Single and two channel aspect view, bi-directional People Counter
- Single and two channel real-time/time-lapse Heat Map
- Combined single channel, bi-directional People Counter
- Single channel real-time/time-lapse Heat Map

Reporting Features

Feature Set	Hanwha OOB	Argus	Calculus Pro	Calculus Enterprise
People Counter				
Hourly Report	●	●	●	●
Weekly Report	●	●	●	●
Performance			●	●
Customer Pattern			●	●
Visitor Breakdown			●	●
Occupancy				●
Dwell Time				●
POS Integration				●
Lost Opportunity				●
Queue Manager				
Wait Time Periods			●	●
Busy Periods			●	●
Open Checkout Alert				●
Close Checkout Alert				●
Site Efficiency				●
Heat Map				
Dwell Time Estimates	●	●	●	●
Hot Spots Identification	●	●	●	●
Regional Time Occupancy			●	●
Customer Estimate				●

Cloud storage is available with **Argus**, **Calculus Pro** and **Calculus Enterprise** reporting solutions.