

Intelligent Video Solution For Retail, Restaurants And Bakeries

## Security With Added Value

Sales Optimization Through Integrated Cash Register Integration



Joint Solution  
Developed  
with Vectron



## Prevention And Security

Nearly €4 billion is lost yearly as a consequence of annual inventory differences in the retail sector in Germany alone\*. The use of intelligent video security is becoming more important, as seen in more than €1 billion in investments in preventive and security measures. Modern IP video solutions can supply much more than only evidence or serve to investigate theft. An intelligent IP video solution from MOBOTIX opens entirely new avenues above and beyond traditional protection.

## MOBOTIX And Vectron

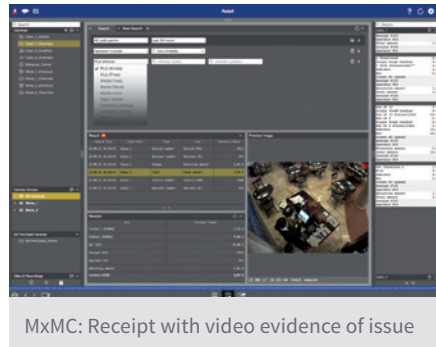
Vectron, the leading provider of point of sale systems (POS) in bakeries and restaurants,



is developing a joint solution for cash register integration with intelligent IP cameras from MOBOTIX. This involves linking the transaction data for each sales process with video data and saving it directly in the camera.



Optimal overview and service optimization



## Video-Based Inventory Analysis

MOBOTIX Management Center (MxMC) enables searching and sorting of the transaction data from the POS system. POS transactions can be analyzed based on item, price, or employee, for example. MxMC displays the relevant videos or images for the respective transaction and enables a keyword search to be carried out. This enables cash transactions to be securely documented. In addition to the features provided by MxMC, the latest transaction can be directly displayed in the browser of the Vectron cash register system.

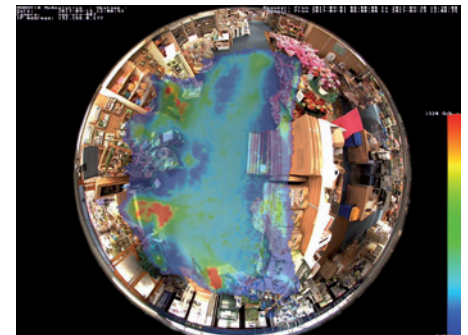
## Video Analysis In The Camera

A hemispheric camera such as the c26 can count objects or people and display a heatmap of movement, making it particularly

interesting for use in the retail sector. In addition, movement patterns of individuals, duration of stay, movement in the opposite direction, turns, movements that exceed a certain speed, or entry into restricted areas – can trigger an event. MxAnalytics does not require any additional software or infrastructure.

## Sales Optimization With Security

Due to the optimal overview, the movement heatmap and the transaction data, personnel deployment can be optimized. This increases security, boosts profits and minimizes costs.



MxAnalytics: Customer analysis with heat map

## Overview Of Benefits

- Simple and scalable complete solution, securely encrypted storage of video data
- Real-time transfer of all relevant transaction data from the POS order
- Rapid resolution of POS differences, as well as a preventative effect.
- Compatible with all current Vectron POS systems and MOBOTIX Mx6 cameras (firmware version MX-V5.0.2.xx or later).
- Convenient evaluation of video footage in the office or via encrypted internet connection also from any MxMC workplace worldwide (e.g. company headquarters).
- Local use in the store or easy access from the central office - ideal for branch monitoring