



PRAMATM

MADE FOR INDIA - MADE BY INDIA - MADE IN INDIA

**MAXIMIZE BUSINESS
EFFICIENCY AND INTELLIGENCE
RETAIL SOLUTION**

Retail Solution Going Beyond Security

Running a successful business is no easy task, and it is becoming increasingly challenging. While you are still figuring out how to stop shoplifters and keep a close eye at the warehouse, making sure customers have great in-store experience becomes a pressing issue...and, then your staff is complaining about the shift schedule!

All these details serve as critical parts in making your business better – but only if you have the right tools to leverage them. Our retail packages your one-stop solution for security, marketing, and operation challenges like these – and more.

PRAMA's retail solution caters to both small and big businesses, ranging from a convenience store to a spacious shopping mall. Although each business in the retail sector takes distinct forms and exhibits different characteristics, they all share the need for better property security and smarter management and operations. Based on a deep understanding of what each and every type of business might need, PRAMA can offer bespoke solutions that specifically answer the most concerning questions.

Solution Positioning

- Intelligent Security and Loss Prevention Solution Provider
- Retail Offline Data Analysis Solution Provider

Intelligent Security and Loss Prevention

Reducing shrinkage and creating a safe environment for both shoppers and staffs.

Proactive and Precise Marketing

Effective tool to enhance customer experience and to boost sales.

Operation Optimization and Management

Accurate and timely offline data empowers operation optimization.

IT Management

Efficient and intuitive tool for easier system maintenance.

Intelligent Security and Loss Prevention

■ Intrusion Detection

An Intrusion Detection System is crucial for securing a property, whether for authorized areas or the entire premises during off-hours. PRAMA offers various intrusion detection systems, all of which enable real-time alarm information and timely event coverage. The alarm-based system is compact and flexible, featuring various types of detectors, such as PIR Detectors and Magnetic Door Contacts. Other options include Video Intrusion Detection Systems, which rely on VCAs for intrusion events.

■ EAS Integration

Electronic Article Surveillance (EAS) systems effectively prevent shoplifting. It's most useful when integrated with PRAMA cameras to provide needed footage when the system is triggered.

■ POS Information Overlay

Data overlay with video provides POS transaction information and prevents shoplifting. Recorded footage features POS text overlay, providing key details of each transaction and facilitating easy searches. This technology can be easily applied in resolving client disputes and preventing fraud.

■ Surveillance Live Feed

While businesses should take necessary precautions to protect their assets, customers also have the right to be more informed. With our HDMI dome camera, customers can have a clearer view about how the store is monitored and enjoy a more peaceful and comfortable shopping experience.

■ Alarm Management

A comprehensive alarm center module displays alarm lists, GIS information, and up to 16 video streams of video surveillance simultaneously on-screen. Alarm escalation takes place when the primary operator does not respond. An unprocessed alarm will be forwarded and escalated to upper level management when the original operator ignores. Using the mobile app, authorized personnel can check video feeds and alarms anytime, anywhere. The app enables remote inspection, so top management can review alarms from their mobile devices to get first-hand information for smart, nimble operations.



■ Warehouse Protections

Warehouse protection usually combines perimeter protection with fire protection. One thermal imaging camera does it all. With advanced algorithms, it accurately detects abnormal temperature changes and intruders.

■ Video Wall

See it all, and all at once. The Smart Wall provides powerful management functions, including real-time video surveillance and visual alarm data. Flexible viewing modes simplify any set of tasks on the wall. Along with real-time video and alarm information, you can project your PC screen onto the Smart Wall. The all-channel information display simplifies management and allows your team to stay on top of everything that is happening.





Proactive and Precise Marketing

VIP Customer Recognition

Specialty shops see high operating costs and high-value products, thus conversion rates and area effectiveness are the main focus. Loyal VIP customers are enormously valuable to such stores, but service staff cannot always identify them immediately. When customers agree to participate in VIP programs, marketing promotions or other incentives, facial recognition technology will give retailers accurate tools to identify VIPs and loyal customers. Staff can be notified to provide the right services at just the right time. Precision marketing based on VIP recognition helps specialty stores to offer better shopping experiences, which is now more and more becoming the determining factor in purchase behaviors.

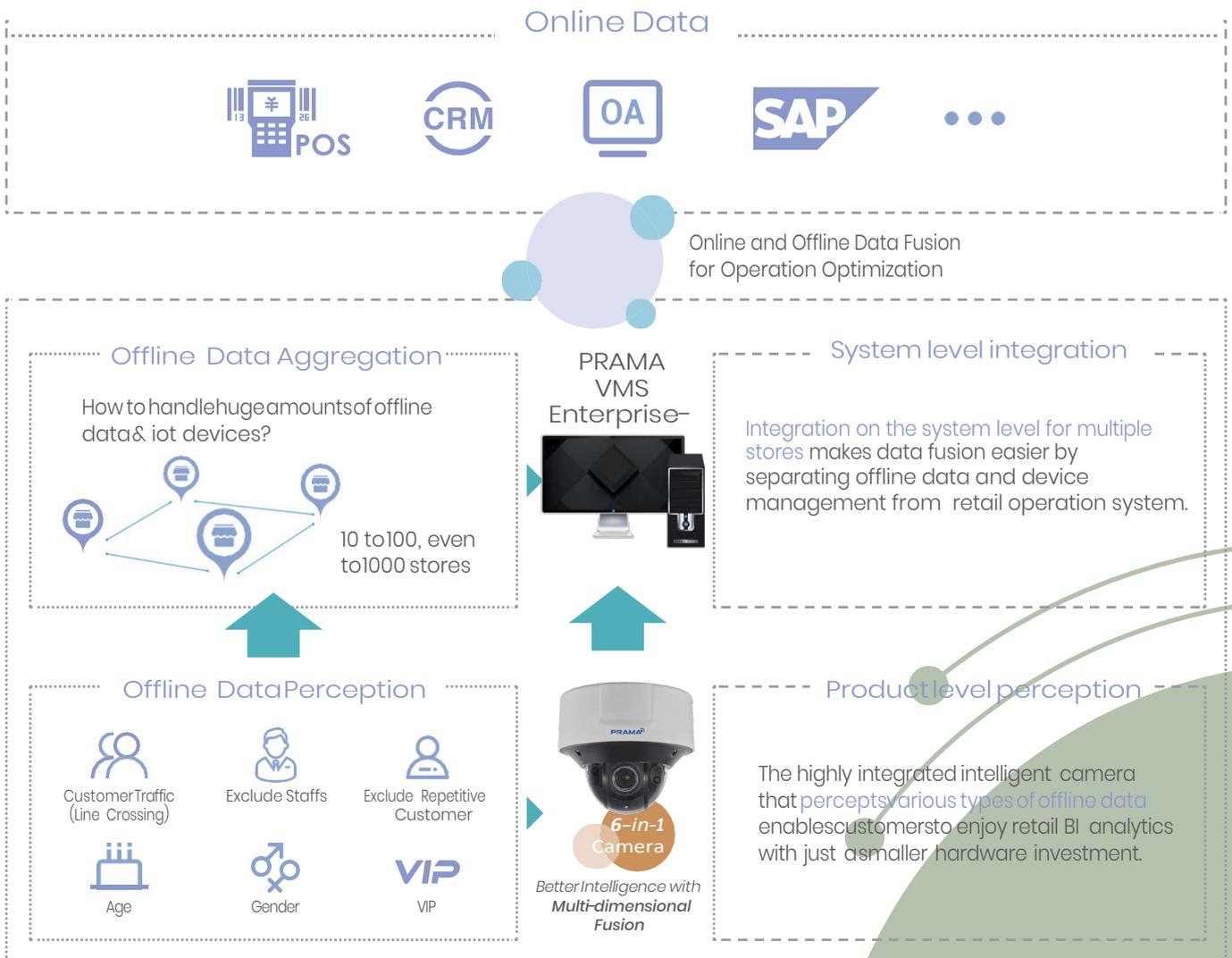


Operation Optimization and Management

Product Fusion and System Fusion

Making decisions to optimize operation requires rich information and the capability to link pieces together. Therefore, integrating online and offline data becomes the key to discover business insights.

PRAMA offers data fusion that meets the needs of retail industry, making your operation more cost-effective and efficient.



Advanced Customer Traffic Analysis — More Accurate

■ Excluding Staffs

PRAMA has worked on helping customers collect the most accurate data. The new people counting camera is now able to recognize repetitive entries or non-shoppers (including staffs and securities) and exclude such data.



■ Excluding Repetitive Customers

In order to obtain even more accurate customer traffic data, PRAMA's camera is able to exclude customers who repetitively enter the store or who is just passing by.

Customer walks in



COUNT

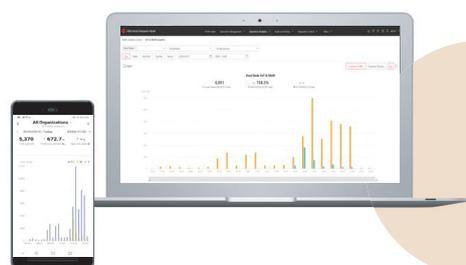
Customer enters through one door and exits through another

Customer goes out for a certain (making/time phone call, going to the rest room, etc.) and comes back in



■ Customer Traffic Report

Knowing how many people visited your store and being able to analyze the patterns and trends of shoppers are crucial to any kind of store, big or small. For example, identifying peak shopping times improves schedule management, comparing customer traffic before and after a promotional event shows its effectiveness, and so on. Large shopping malls can also utilize this tool for cross-store or cross-type business analyses, allowing the management team to optimize stationed stores and strategize key locations for varying types of businesses



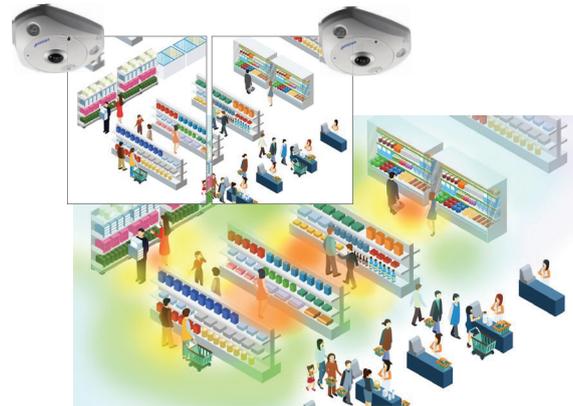
■ Area Heat Map

Data that reveal which areas are most visited could be a great help for operational insights. In the shelf area, heat-mapping technology marks the popularity of each shelf areas. Combined with other information, problems with commodities becomes apparent. For example, if you see an area is highly visited but the product sales volume is low, you can further reason weather that's because the current products or brands lack attraction, or that the products are going to expire soon.



■ Global Heat Map

Using ceiling installation of several fisheye cameras, the system can generate global heat map data for the entire store. This information helps managers to see where the "hot areas" are and to enable better product allocation for promotion. Combined with sales data, the heat map data is a great tool for management team to reveal insights on shopping patterns.



■ Area Popularity Analytics

Waiting times can have a devastating effect on the in-store customer experience. Queue detection cameras are designed to monitor queues in real-time and send notifications when there are too many people waiting in line. Along with response times, managers can also check on queue data to evaluate staff performance and track efficiency improvements. Example: If the statistics show long dwell times but the sales volume did not see a big increase, the problem might be low efficiency of a cashier.



Consumer Attributes Analysis

Our solution not only offers functionality to analyze customer traffic data, but also summarizes the key characteristics of your customers for you to make more insightful decisions. For example, if a large percentage of your customer group fits into a certain age or gender group, you may consider focusing more on selling things that they are interested in.

Customer attributes, such as facial expression, and other data help stores better develop customer profiles and gain insights about their preferences. Use this function in different locations of your store for multiple applications and purposes. For example, applying customer attribute analysis at the entrance of the store helps you gain information about the overall characteristics of customers. Then, integrating that with the POS system, you will be able to associate customer attribute labels with the actual goods purchased.

POS Transaction

Time: 12/01/2018 11:58 AM

Item	Qty	Value
Chocolate	1	\$4.99
Chips	2	\$5.99
Shoes	2	\$42.99

*Customer
Male / Youth / Smiling*

Total:

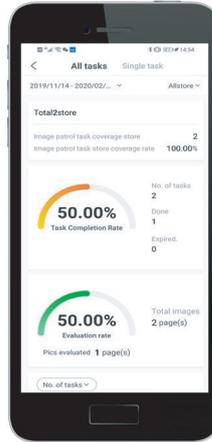
\$53.97

Change:

\$1.03

Powerful Tools for The Important Tasks Remote Audit

Audits are necessary, but are often beset by challenges like high management costs, inefficiency of on-site audits, management vulnerability, and lack of further data analyses. But now, PRAMA's Remote Audit Solution reuses existing CCTV systems and moves the offline audit process online – vastly improving efficiency and standardization. With PRAMA's solution, you can complete your Planning, Auditing, Rectifying, and Statistics & Review processes swiftly and accurately. You will be generating reports, analyzing the results, and then revising the final product with helpful tools and savvy insights. Agonizing over your store's audit history will become history.



Onsite Audit

Offline



10

shops / man · day

Remote Audit

Online



30

shops / man · day

AI Audit



?

shops / man · day

*The numbers above are for demonstrative purpose only.



Planning



Audit Manager



Auditing



Auditor



Rectifying



Store Clerk



Statistics & Review



Operation Manager

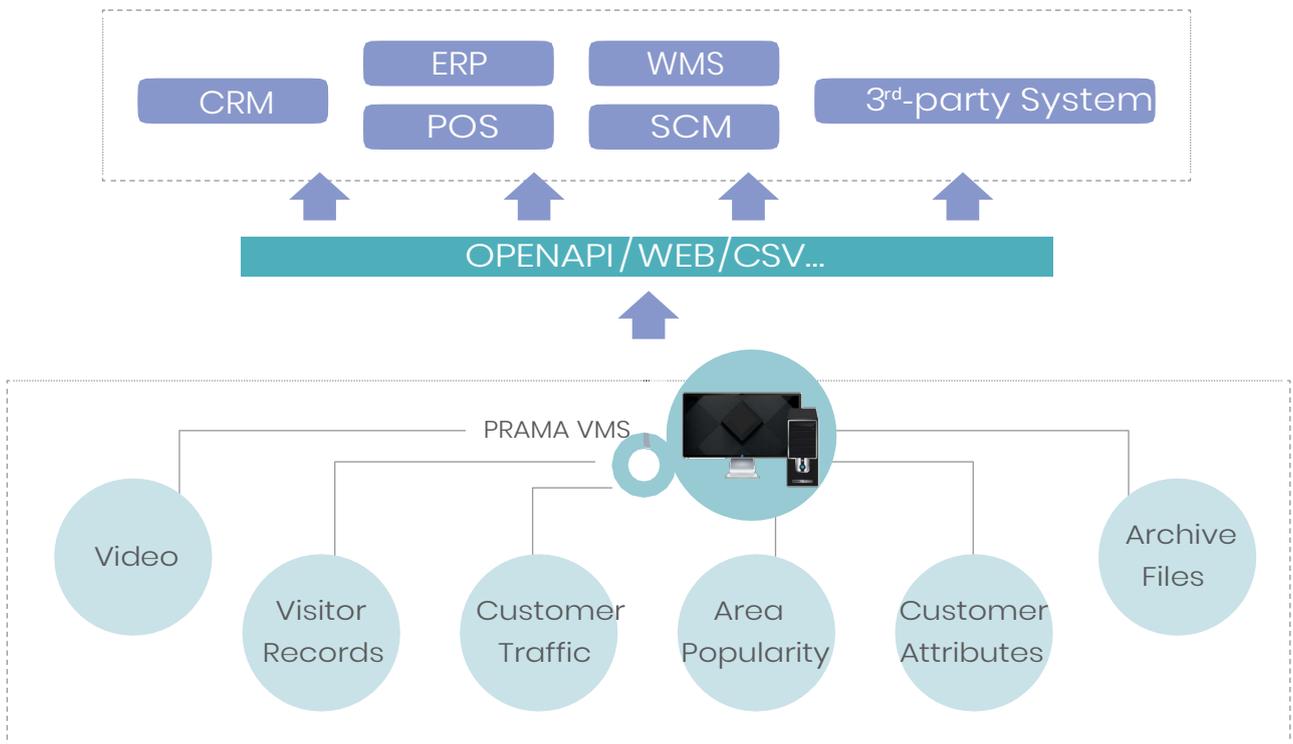
The audit manager will define the area to be audited, identifying each section and what elements need to be present. Next, a checklist for each area will be established. Items to check would include exits being blocked, goods located in hazardous areas, the cleanliness of shopping areas, etc. Finally, the assignment of an audit alerts the system to begin the process using pictures or video according to the needs in each area. Images and footage can be sent to the relevant auditor by way of a mobile app or another system client.

Using PRAMA's Smart Retail Solution, the auditing process might look something like this: the primary personnel in charge of the security audit would schedule and outline the steps in the process. Once initiated and completed, the audit results would be generated. If the process is deemed satisfactory, a report is produced and any necessary follow-up would be ready for the relevant personnel. If the process shows that requirements are not fulfilled or incomplete, those results, too, would be generated. A "problem list" would be sent to the responsible party so that a new checklist would be available. The process of rectifying the results would be as simple as going down the list and make sure everything was set in order.

It's always more accurate and intuitive to have a visualized data dashboard than a page of summary. With the PRAMA solution, managers will be able to check for statistics such as average number of problems, ranking, pass rate, etc. With the audit history function, all the data and reports will be safely stored for future reference. All statistics you need are only a few clicks away – that's the digital way to do retail!



Data Openness



IT Management

With PRAMA VMS, IT management is more centralized and easy-to-All the statistics and analysis you may need to maintain a use, healthy and effective system are all shown in one place. You can easily follow the steps below for a quick inspection and fix.

Step 1

Overall Inspection
Customized inspection frequency: 0.5~60minutes

Step 2

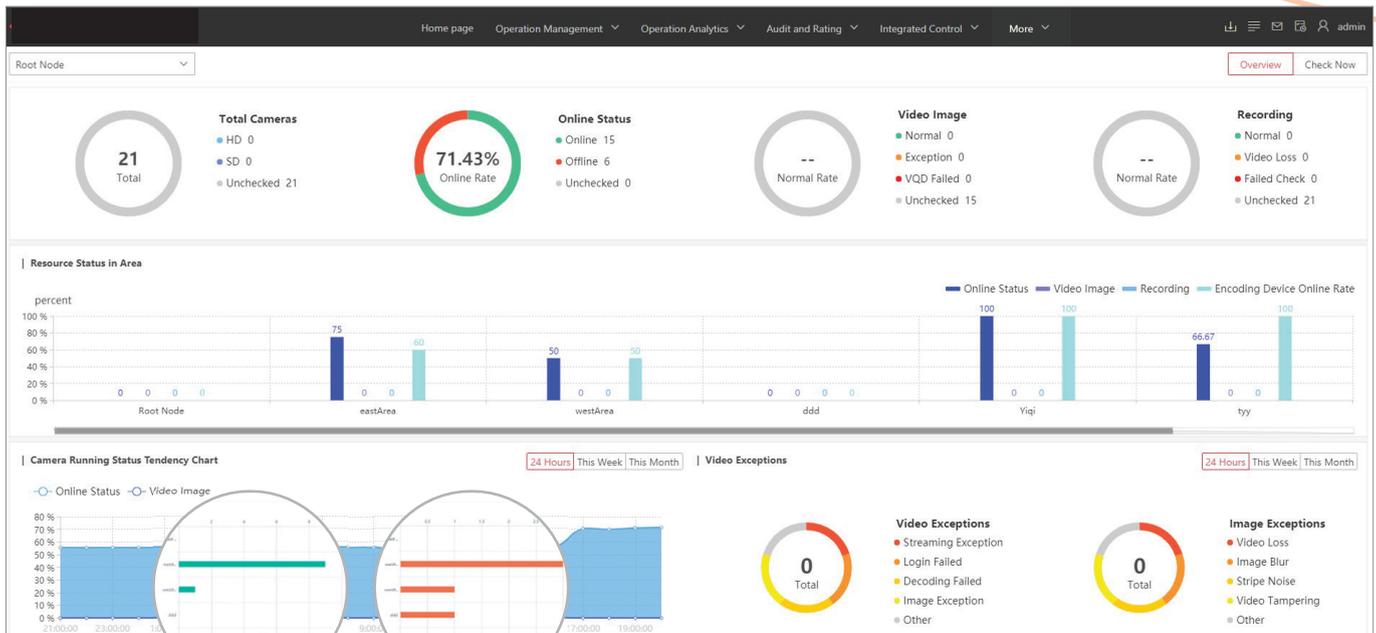
Error Checking
List of abnormal items with detailed information

Step 3

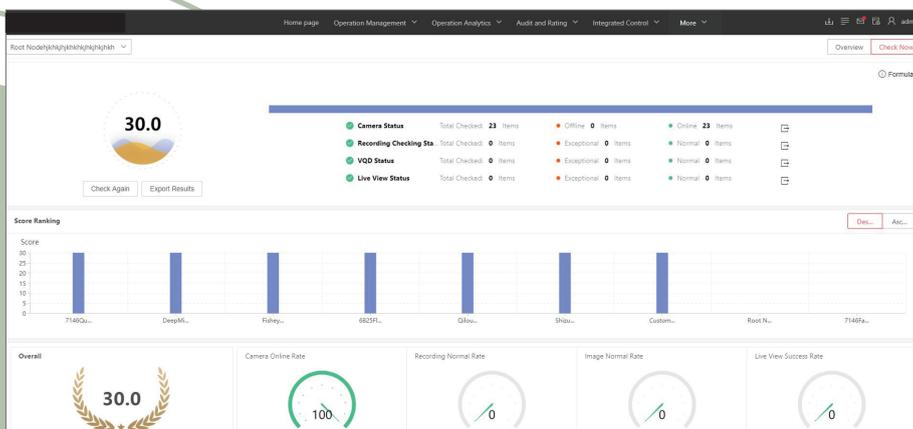
Problems Fixing

- Network accessibility check
- Power on or off
- Username and password check
-

Device Status & Tendency Overview



System Health Assessment





Key Product Showcase



Intelligent Camera (Retail Version)

PT-NCX721P5-IZS(D) (2.8-12mm)/Retail
PT-NCX741P5-IZS(D) (2.8-12mm)/Retail

- Excellent low-light performance
- New ANPR function (supports global algorithm with vehicle attributes recognition)
- Convenient and efficient third-party integration solution via AI Open Platform.
- Supports facial recognition / people counting through facial recognition

Customer Traffic

- VIP Recognition
- Customer Attributes Analysis
- Repetitive Customer Excluding
- Staff Excluding

Recommended for stores with a single door (< 3 meters)



- Customer Traffic
- VIP Recognition
- Customer Attributes Analysis
- Repetitive Customer Excluding
- Staff Excluding

Recommended for stores with multiple doors or a wide entrance area



Intelligent NVR (Retail Version)

PT-NRX2B16-14/16P/X(B)/Retail
PT-NRX2B16-14/X(B)/Retail

- Up to 8 channels facial recognition
- Up to 16 channels IP cameras connection
- Up to 12 MP high-definition live view, storage and playback
- Supports multiple VCA events
- Compatible with third-party network cameras

Heatmap Fisheye Camera

PT-NC663P0-I(S)
PT-NC6C3P0-I(S)

- Max. 4000 × 3000 @ 30fps
- Up to 18 live view display modes
- Digital WDR
- Built-in microphone and speaker



Heat
Mapping



- 6 behavior analyses and 3 exception detections
- Heat map with intelligent learning algorithm
- Intersection analysis by intelligent learning



People
Counting

Dual Lens People Counting Camera

PT-NC628P0C-I(v)(s)

- 1/2.7 inch Progressive Scan CMOS
- 1920 × 1080 @ 30fps
- 2 mm fixed lens
- Digital WDR
- 3D DNR
- H.265, H.265+



PRAMA VMS Enterprise

- Intelligent: One-stop operation on App improves business efficiency
- Visualization: Data and operation visualization on both App and web client
- Flexible: Able to quickly meet different requirements through easy customization
- Openness: Rich interface for 3rdparty integration



Smart Retail
Platform