

retail by pdActive

ALERTS 

Plug-and-Play
AI Platform

 ENTRANCE ALERT | Store #1087 10:42am

Barred – Shoplifting

Wagner, Sarah | Effective 10 Oct 2017



WORLD-CLASS FACIAL RECOGNITION



Large
Populations



Small
Images



Non-Cooperative
Subjects



Variable
Lighting



Dynamic
Backgrounds

Someone is **stealing from you** right now.

And you don't know because
your people are only human.

You need pdActive.

Save

thieves' images for
feature matching.

See

thieves enter any store
in real-time.

Stop

thieves from draining
your resources.

What you don't know is hurting you.






pdActive

Retail by pdActive






Objectives

- Protect employees, customers and inventory
- Ban and turn away bad actors
- Gather evidence for effective prosecution

Features

-  Biometric Capture
-  Tracking
-  Filtering
-  Vivid HD Image
-  Simple Setup

Add cameras to unlock:

-  Exit timestamps
-  Visit duration
-  Frequent visitors
-  Store population
-  Queue times

Add an analytics gateway to access age and gender analytics in the Traffic Report.

Visitor Insights

- Which visitors are known bad actors?
- What do personnel need to do to respond to the bad actors who just walked through the door?
- Which stores have they visited previously, and when?
- How often do known or suspected bad actors visit my stores?

Visitor Histories

- Time-stamped entries
- Custom field for notes and instructions
- Multi-location network

Notifications

Email, text, in-app

Minimum Hardware Requirements

iHD23 POE Smart Camera

Additional Analytics

Supplementary hardware unlocks additional analytics at no additional cost.

A Value-Add for Marketing & Operations

In addition to empowering Security & Loss Prevention, Retail by pdActive brings value to Marketing & Operations as it tracks the flow of customers into the store.

The Traffic Report can be filtered by location (region, city, store) and time (month, week, day).