

WHAT REALLY MATTERS

RETAIL SURVEILLANCE SOLUTIONS FROM GRUNDIG. PROTECTING RETAILERS FROM CRIME AND ENHANCING STORE MANAGEMENT.



FOR A GOOD REASON
GRUNDIG

A SECURE AND WELL-MANAGED STORE

REDUCE LOSS AND INCREASE EFFICIENCY AND PROFITS USING GRUNDIG'S RETAIL SECURITY SOLUTIONS.

Grundig offers a wide range of security system benefits specific to retail applications and helps tackle crime in both a preventative manner and evidential capacity. A video surveillance system acts as a deterrent to potential criminals, reducing theft and vandalism. Grundig video surveillance solutions offer far more. They provide high quality images in almost any store location, essential for reliable criminal prosecution. They also support efficient store and car park management and enable effective crime detection, reducing theft, sweet-hearting, vandalism and trespass.

A Grundig retail solution will provide valuable marketing and advertising data. Footfall and shopping behaviour can be logged to inform product and advertising placement. This information can be used for optimal store lay out, product placing and marketing. The systems assist in staff deployment, making long check out queues and poor staffing levels in specific areas things of the past.

Grundig designs and manufactures high-quality security products, including cameras, recorders, monitors, software and transmission. They all deliver outstanding video images with intuitive set-up and operation.



2 MP IP camera



Analogue camera

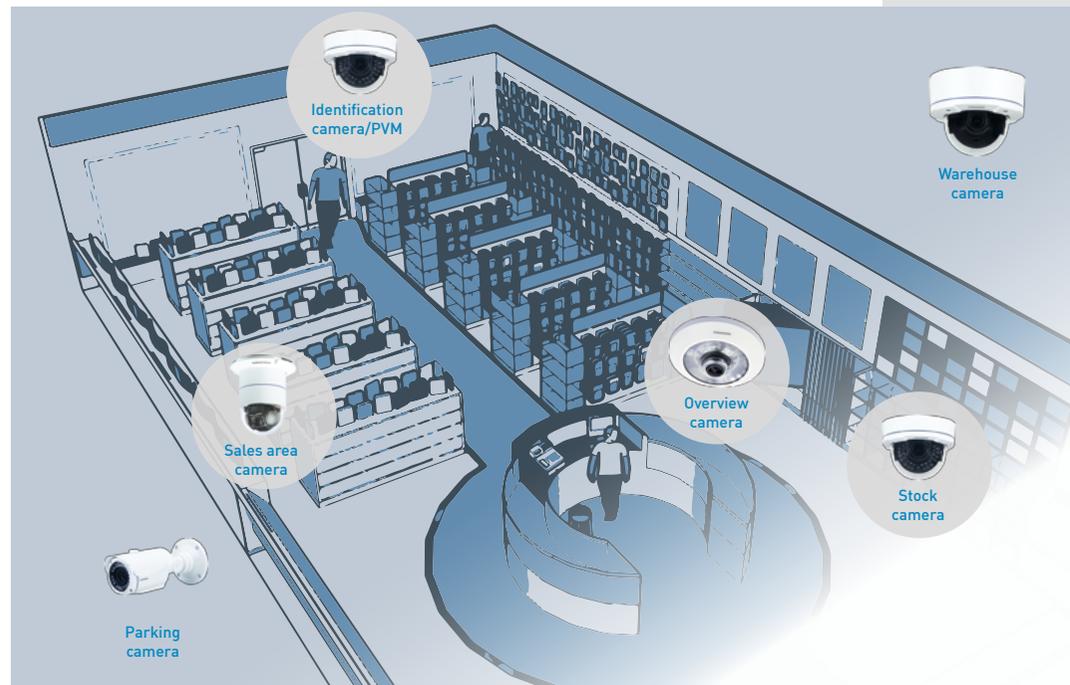
RETAIL SURVEILLANCE SOLUTIONS – AN OVERVIEW

LOW LIGHT AND POOR VISIBILITY

Grundig cameras enable complete store surveillance, whatever the lighting conditions. They provide clear, high quality images even when used in poorly lit areas, such as corridors and areas prone to glare, such as entrance doors or windows.

VIDEO MANAGEMENT SOFTWARE AND VIDEO ANALYTICS

Grundig video systems are ideal for use with third party video management software and intelligent video analysis. Advanced functionality, such as people counting, missing object, loitering, auto-PTZ tracking and ALPR can be enabled.



A GRUNDIG RETAIL SYSTEM OFFERS:

- A reduction in store shrinkage
- Enhanced store management opportunities
- A safer environment for customers and staff
- Clear, high resolution, evidential images for identification and prosecution
- Simple and intuitive system set up and operation
- Compatibility and integration with leading video management software (VMS) and video analytics (VA) providers
- Integration with electronic point of sale (EPOS) systems
- Remote viewing from mobile devices
- Central monitoring opportunities
- Support and analysis of store marketing campaigns

Video security system design, correct camera placement, advanced functionality and the use of the latest technology all contribute to retail security success and enhanced store management. Grundig has extensive retail security experience and has designed its surveillance products to meet retailers' specific needs. Grundig cameras offer excellent surveillance results throughout a store, from entrances, tills and cafes to offices, warehousing and car parks. Privacy zone technology ensures compliance with legal requirements and data protection regulations are met for public areas.

CAR PARK SECURITY

Grundig cameras help to reduce car theft, car break-ins, illegal and obstructive parking and vandalism. Grundig camera technology provides video images optimised for automatic license plate recognition (ALPR) systems and day / night camera technology ensures high-quality video evidence is gathered around the clock.

DETERRENT EFFECT

Public view monitors (PVM) placed at strategic points around a store deter thieves by making the presence of video systems known. They also provide an option for digital signage, which can help increase retail sales.

SHOPLIFTING AND SWEET-HEARTING

Grundig cameras make shoplifting and sweet-hearting almost impossible. The detailed images they produce can help identify crime in progress, whilst providing the evidence necessary for successful prosecution. The goods presented at tills can be matched against till entries, receipts and staff using third party electronic point of sale (EPOS) security systems

SECURITY TECHNOLOGIES IN RETAIL APPLICATIONS

INFRA-RED (IR) TECHNOLOGY FOR NIGHT-TIME VISION

Retail premises remain protected, day or night, regardless of external or environmental light conditions. Grundig cameras offer day/night technology, producing clear images in low light conditions and complete darkness. The cameras automatically switch to IR detection as light levels fall. Cameras with built-in IR illuminators can be used in total darkness.



PORTRAIT AND LANDSCAPE IMAGE SETTINGS

Grundig cameras offer a choice of portrait (9:16) or landscape image ratio settings (16:9). Portrait view is ideal for narrow corridors and aisles, whilst landscape view suits wide entrances and car park surveillance.



QUAD SHUTTER WDR TECHNOLOGY - FOR HIGH CONTRAST SCENES

Quad shutter, wide dynamic range (WDR) technology provides clear, crisp images in areas of extreme light contrast, such as store entrances and windows. This technology ensures customers do not appear silhouetted in store entrances and avoids dazzle in brightly lit zones. The quad WDR technology takes four images and overlays them; two underexposed to reduce the white light from glare and two overexposed to light up dark areas; together they create high quality images even in challenging lighting conditions.



Conventional Camera

Grundig Camera

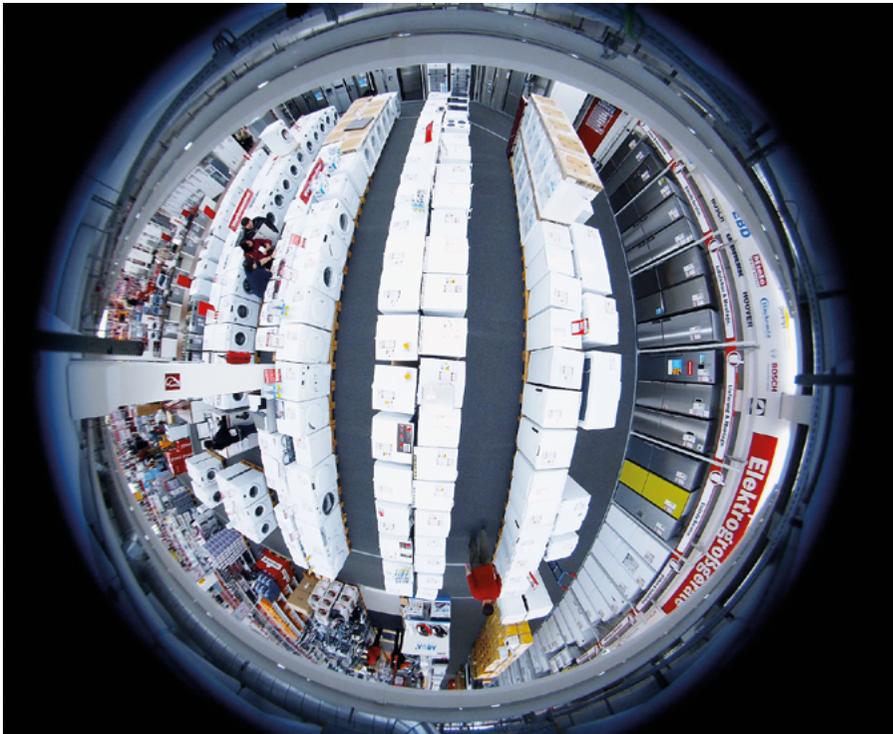
THE FISHEYE CAMERA

THE HIGH-PERFORMANCE, FISHEYE CAMERA PROVIDES A 360° STORE OVERVIEW

Grundig's Fisheye camera gives a comprehensive store or department overview. It offers the equivalent surveillance coverage of up to four standard cameras, with a 360° panoramic store view.

A 5 megapixel CMOS sensor, using progressive scan technology, provides outstanding, Full HD, image quality with quad video stream outputs. Although ideal for day-time store surveillance, Grundig's Fisheye camera uses a combination of IR LED illumination and IR cut-filter technology to produce exceptional images at night or in the dark.

The Fisheye is suitable for protecting large areas and supports electronic PTZ (e-PTZ) control.





REMOTE MONITORING AND MOBILE ACCESS

LIVE VIDEO AND REMOTE VIEWING FROM PCS AND MOBILE DEVICES

Grundig has free Android® and iPhone® apps to allow authorised, remote access and viewing of store video cameras. Users can view store events, from anywhere at any time, using smartphones, tablets and PCs. The Grundig GRViewer enables both live and recorded viewing.



REMOTE MONITORING SOLUTIONS

Grundig CMS software enables a surveillance system to be monitored remotely. This can be by an independent, remote monitoring company or by a central monitoring facility within the retail store or chain. Remote monitoring provides 24/7 surveillance using expert operators and can enable an immediate response to any incident, including a key holder alert or emergency service call out. Remote monitoring reduces the need for night-time security staff and fulfils 'duty of care' responsibilities for employers to security staff, lone-workers and night-time shift workers.



FLEXIBILITY

NETWORK UPGRADES AND MIGRATION TO IP

Grundig offers analogue, IP and HD-SDI technology solutions for every retail application. The Grundig Full HD encoder allows existing analogue cameras to be integrated into new IP network systems. HD-SDI technology allows Full HD digital video systems to operate using existing coaxial cable infrastructures. It can remove the need to lay new cables and can avoid ground works for distant camera locations, such as on a site perimeter, during upgrades.

Re-using existing analogue video cameras or analogue cable infrastructures within a new surveillance system, gives retailers many cost-saving options for their stores.



INTEGRATION WITH VMS PROVIDERS

Grundig CCTV systems are integrated with most leading video management software (VMS) and video analytics (VA) solutions for additional, specialist surveillance options. By maintaining SDK and ONVIF integration with the leading providers, the additional functionality becomes an available option to Grundig customers.



The Open Platform Company



ELECTRONIC POINT OF SALE (EPOS)

Grundig CCTV integration with EPOS systems, allows detailed cross checking of transactions at the till area. This virtually eradicates “sweet-hearting” and “voiding” by cashiers.



ELECTRONIC ARTICLE SURVEILLANCE (EAS)

Integration with EAS and tagging allows alerts to be closely monitored. This helps to identify and produce evidence of shoplifting, helping to identify repeat offenders. EAS alerts can drive cameras to pre-set positions, so critical events are not missed. The resolution (detail and quality) of the recorded video can be increased to ensure recorded evidence is of the highest level. It can also help protect the safety of staff challenging or confronting a thief.

PEOPLE COUNTING

Integration with people counting systems provides valuable store management and marketing data. The additional visual data provided by video cameras, helps to profile customers and their shopping behaviours.

PUBLIC VIEW MONITORS (PVM) AND DIGITAL SIGNAGE

Linking PVM, digital signage and surveillance system functionality together allows retailers to communicate marketing and security messages to shoppers in a non-intrusive, but highly effective and visible manner. This integration is an excellent theft deterrent but can also increase sales and encourage customers to quieter areas or aisles in a store.

FOR A GOOD REASON
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