

## Guardforce Retail Analytic Solution

A Powerful tool that helps retailers understand existing / prospective customers better

Retail Analytic Solution is a unique cloud service that **transforms any video camera** into a visual merchandising, auditing, and **business intelligence tool** that can be accessed from any device. Retailers can use the captured data to improve operations efficiency, reduce costs and create the perfect customer experience for every store.

The system **leverages existing camera infrastructure** and automatically discovers and connects to existing video cameras. Simply install the system on your computer or local network, and it is up and running in minutes.

### Key Features



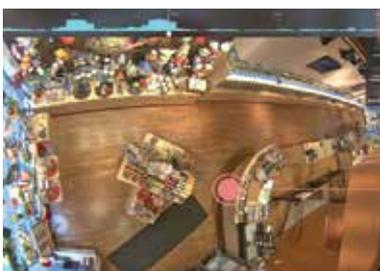
People Counting



Dwelling / Occupancy Analysis



Visual Insights (Heatmaps)



Staff Management



Cloud Storage



Multiple Sites/ Stores Comparison



Detailed/ Personalized Reports



Privacy Protection

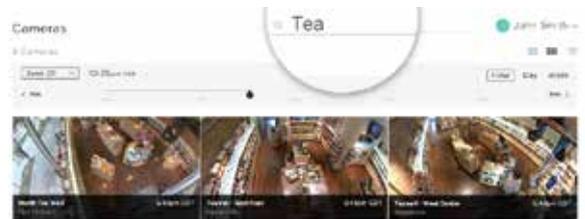


Pathmaps

## Real-time or Search Image via Remote Access

Get real-time, minute-by-minute video clips from every one of your stores using one simple, intuitive interface. Jump forward and backward in time through high-resolution snapshots.

- Get stunning images of your facilities, stores, and products
- Anytime access to see your brand in any environment
- Instantly find key image or moment via key word search
- Privacy protection by removing people from images



## Powerful Analytics

Transform any camera into a business intelligence tool and understand customer movement and product interaction.

- Count people and measure crowd size in any area
- Compare counts in any area - from entry way to display
- Save, annotate, and share key images and insights

## Cloud Solution

The highly secure video storage solution is accessible 24/7 from any browsers on any network device (smart phone, tablet, laptop or desktop computer). It also provides great flexibility on storage size, as well as the location and time of monitoring.



- Low set up cost, pay as you go
- Maintenance free
- Zero down-time
- Access recorded images or real-time monitoring anytime, anywhere
- Highly secure and reliable



## Visual Insights (Heatmaps)

Visualize customer traffic and product interaction

- Identify hotspots
- Recognize areas with low activity
- Assess effectiveness of end caps and displays Understand which products are picked up the most/least
- Compare product interactions across multiple displays
- Measure the effects of design changes

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