

retail Solutions



Risk reduction
Security optimisation
Marketing intelligence
Operational improvement

Maximize your return on investment

Some of the world's leading retailers are using Cathexis solutions.

From the high streets of London, to shopping malls in Australia, flagship department stores in South Africa and franchise outlets in the USA, Cathexis solutions are being used to minimize risk and improve business effectiveness.

The flexibility, reliability, longevity and integration capability of Cathexis products make the solutions ideal for the retail environment, where the equipment can be used to add value across many different areas of the business.

- I.P & Analogue CCTV Hybrid solutions
- MegaPixel Camera support
- SMART Video analytics
- People Counting
- POS Integration
- EAS Integration
- Access Control Integration
- Remote, multiple site management capability
- Centralized Alarm Management
- Remote Health Monitoring
- Synchronized and Bi-directional Audio



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Retail Solutions Beyond Surveillance

Maximise Your Return On Investment

We have the vision when it comes to providing the solutions

PEOPLE COUNTING

The Cathexis People Counting solution uses video counting technology to count people in and out of your store as well as in and around your facility. This information is valuable for analyzing shopping trends, conversion rates and people flow throughout the store.

If you have multiple stores, this information is available remotely so that you can examine all of the information from the comfort of your office.



SOLUTIONS THAT ADD VALUE TO YOUR WHOLE BUSINESS

One of the major management challenges for retailers is maximizing return on investment.

The Cathexis solutions enable retailers to flexibly provide value across many departments, including:

- Risk control
- Security
- Marketing
- Sales
- Training
- Operations

This benefit enables costs to be recovered across multiple expense budgets, making a sophisticated solution affordable.

INTERACTIVE GRAPHICAL INTERFACE

The interactive user interface provides a visual representation of one or more sites. Operators can navigate through multiple layers of maps to selected sites, drag-and-drop Cameras to selected monitors, control outputs, move PTZ cameras, and perform many other operational actions. Users with multiple sites can navigate their entire enterprise via the map facility.



holistic security and business solutions

INTEGRATION

One of the major differentiating features of the Cathexis equipment is the capability to integrate with many 3rd party systems. For example:

- Point-of-sale
- Access control
- Fire panels
- Alarm panels
- Electronic Article Surveillance systems
- Plant Management systems
- Fridge/Freezer controller

The integration is facilitated by providing the ability to send alarms and take "rules-based" actions upon information received from the various systems.

VIDEO ANALYTICS

The Cathexis solution offers several video analytics algorithms which are valuable tools to improve the effectiveness of the system. For example:

- SMART Video Motion Detection
- Abandoned Object Analysis
- Post Object Search

The system also integrates with several specialized analytics devices.

The analytics software provides "triggers" to the system that enables it to take user defined actions depending on the specific "trigger" received. For example:

- Move PTZ camera to preset position
- Send an alarm to a selected recipient
- Send an SMS or email
- Switch selected cameras to selected monitors
- Switch a device on or off

POINT-OF-SALE INTEGRATION

Cathexis' POS integration provides a full database of all POS transactions and their associated video footage.

A user-friendly interface allows easy viewing of cameras associated with specific tills.

A database search engine allows users to easily find specific transactions or groups of transactions (transaction types) and to play back the transactions synchronized with the associated video footage.



DIGITAL SURVEILLANCE AND BEYOND

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