HIKVISION

**Hikvision Smart Supermarket Solution**

Crafting the future of retail –
Where efficiency meets innovation

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Where efficiency meets innovation

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Solutions by Scenario

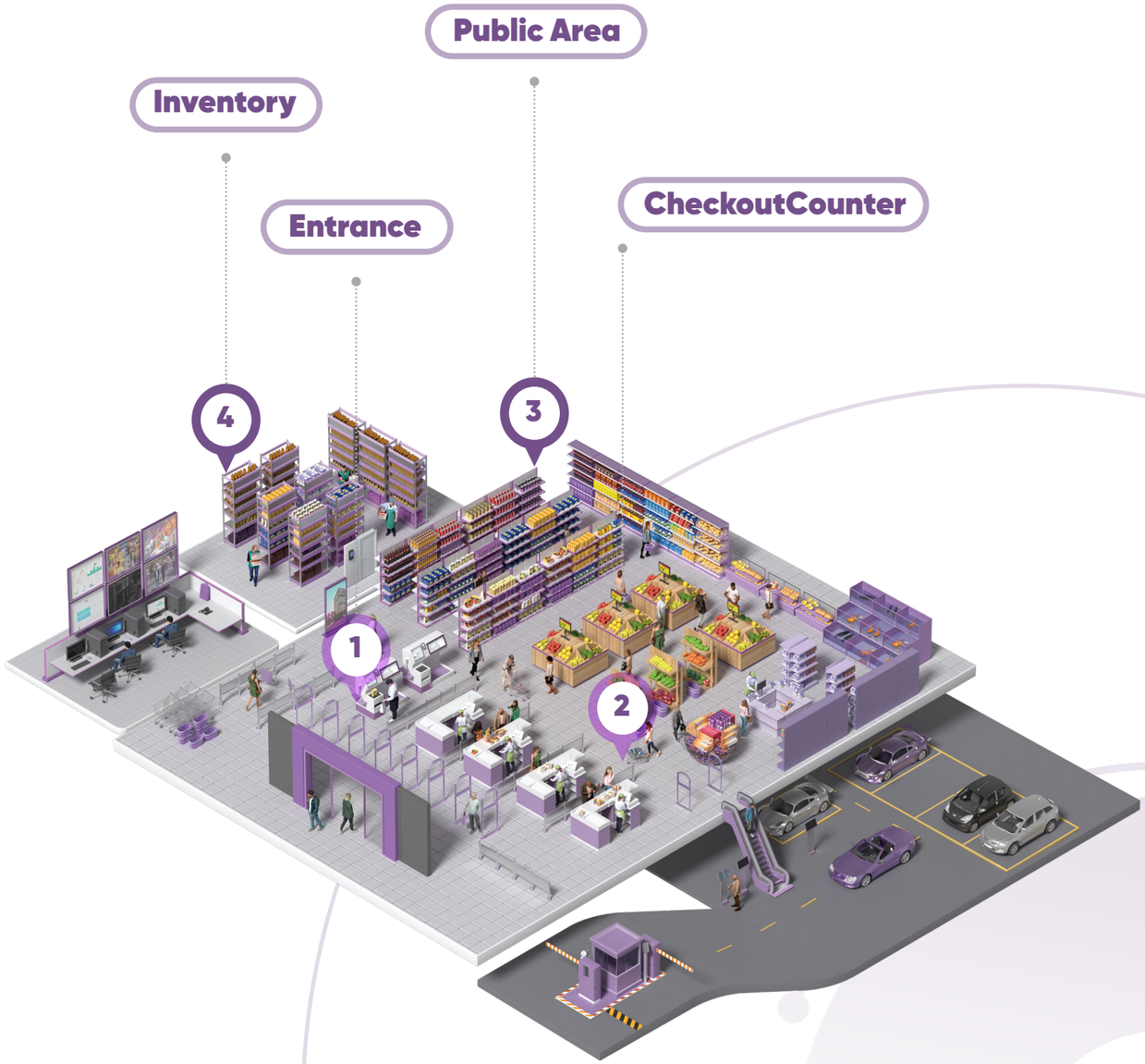
# Solution Background

Customers are drawn to supermarkets due to the vast array of products, competitive prices, and shopping convenience. However, the extensive product range also presents a management challenge. Additionally, customers seek enhanced service, clear guidance, and efficient operations, all of which influence their duration of stay in the supermarket. How can we elevate the management quality and cater to a larger customer base? Hikvision gives you answers.



# Minimize losses, maximize security

With Hikvision's AI-based security system, users can get comprehensive control over the status of goods in multiple spots. Our security system provides a real-time alarm and reliable video retrieval when an incident occurs.



## 01 Entrance







- Compare visitors to quickly identify suspicious persons
- The system could send real-time alarms to security personnel on mobile
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- The system could send real-time alarms to security personnel on mobile

## 02 Checkout Counter

- Video system can link with the EAS system, intrusion alarm system, or POS machine, to provide video verification for abnormal events











## 03 Public Area




For different scenes in the supermarket, Hikvision provides various forms of products, for example:

- Dual-lens cameras for escalator
- Mini dome cameras for self-checkout counter
- Fisheye cameras and PTZ cameras for ceiling
- Panoramic cameras for outdoor areas









## 04 Inventory

- 24/7 HD video protection with convenient records retrieval
- Thermal products or temperature & humidity detectors help detect anomalies
- Check product stock with enterprise PDAs to ensure precise, digitized inventory management
- MinMoe products can ensure that only authorized personnel can enter and exit
- Timely alarms for better incident handling


















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# Create an attractive and convenient shopping environment

Environment, facilities, services, and every detail determine the quality of the supermarket. From the moment customers enter the supermarket, Hikvision is committed to providing an attractive and convenient shopping experience to retain customers.

## Attractive shopping environment

### Indoor advertising

- Digital signage can inform customers about the latest promotions or provide navigation to help them avoid getting lost
- LED displays hanging overhead can attract customers even from a distance
- Network speakers are suitable for information dissemination and product recommendation



Digital Signage



LED Display

### Outdoor advertising

- Display excellent images with immersive effects, creating a city landmark to attract customers












## Attractive shopping environment

### Fluid entry and exit

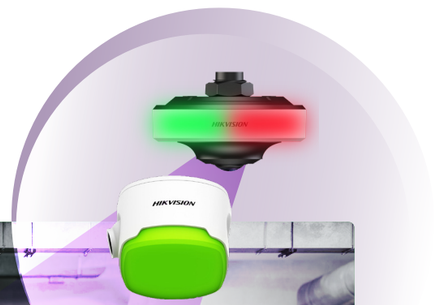
- Fast-entry with intelligent ANPR camera and barrier
- Flexible and simplified payment methods, online and offline



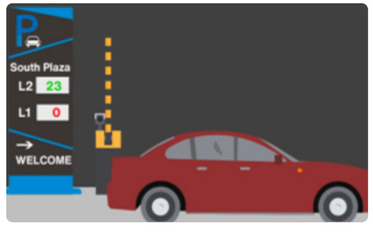


### Indoor Parking Guidance

- Elevated parking experience via full-cycle visual guidance
- Display vacant parking spaces in each direction
- Self-service inquiry of vehicle parking location

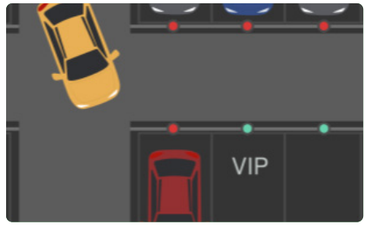













# Always keep the best customer service

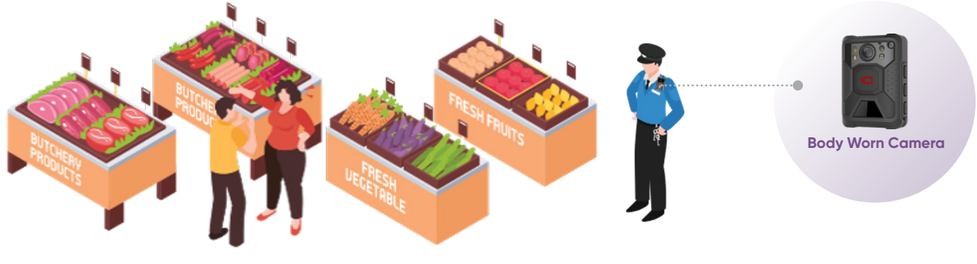
## On-duty detection

- Making sure the service or checkout counters always have staff is critical since it affects customer experience.
- With an AI-based camera, once it detects that there is not enough staff, the command center will get the alarm and dispatch more staff to the service counter.



## Emergency handling

- Hikvision enables the security guard to handle the emergency with real-time video via body worn cameras. The staff in the command center can talk to the security guard, helping him solve emergency issues.



# Insightful BI data drives business growth

## Gain insights on customer traffic and flow

### Customer traffic analysis

- Access the walk-in rates and evaluate the effectiveness of the marketing events based on pass-by traffic and in-store customer traffic
- Help better understand the customer attention, facilitate the adjustment of supermarket layout and service quality



### Queue analysis

- Instant alarms when there are too many people in line, helping optimize customer satisfaction
- Support detecting the queuing time of each person, to avoid customers waiting in line too long



## Remote Audit

- Create audit items and check audit tasks online with Hikvision's system, making the store audit much easier
- Mark the problematic items with one click, improving the operation efficiency while reducing the manpower cost



## Related products

### Entrance



Camera



NVR

### Parking Lot



Entrance & Exit management

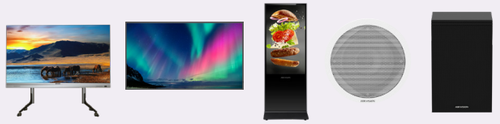


Indoor Parking Guidance

### Shopping Area



Video Security



Customer Experience Elevation

### Cashier



Alarm System



Optimize Queuing Experience

### Inventory

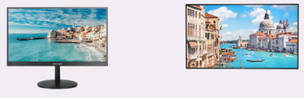


Goods Management



Personnel Managemet

### IT Room



Unified management and visualized dashboard



Remote Audit