



# Vix Vizion Retail EDGE

## Features Overview

Vix Vizion's Retail EDGE solution is designed to provide a centrally managed video analytics and face recognition system for retailers operating many stores across a wide area to help address the growing retail crime problem. Retail EDGE can be deployed using several different hosting and management options to meet your specific security and operational requirements.

## Product Description

Retail EDGE revolutionises retail staff and customer safety management and loss prevention. Real time recognition software detects and alerts on faces of repeat offenders and their associates as they enter your store and interact with staff and customers. Retail EDGE also collects and presents valuable video analytics data for retail crime intelligence, including tools to investigate incidents from real time or recorded video.

Retail EDGE is a unified end-to-end solution including Vix Vizion's Imagus in-store face recognition and video analytics system and our Vix Vizion CMS multi-store central management platform. Retail EDGE can operate stand alone, taking video feeds from your CCTV cameras or running directly on AI cameras, or can be integrated with your video management and access control systems.

Real time configurable alerts notify staff and security personnel of potential issues before they arise when repeat offenders are seen returning to a store, enabling better security outcomes and mitigating potential losses. Alert management includes a final 'human check' before approaching the repeat offender.

## Get in touch with us

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## Benefits

- **Prevent Incidents Before They Occur:** Imagus face recognition is a world leading technology helping retailers identify potential problems in real time and enabling security personnel to intervene before an incident or theft occurs.
- **Gain Insights, Optimise Operations:** Report on repeat offenders causing problems in your stores – who, when, where and how often. Imagus gathers valuable retail crime intelligence data to provide insights into incident management and crime patterns.
- **Leading Speed and Accuracy:** Imagus includes world leading “wild” recognition models which are extremely accurate, fast, always paying attention and designed for use in retail environments.
- **Scalable, Centrally Managed:** Operates seamlessly in 1 or across over 1,000 stores. Easily scalable. Centrally manage your programme through a simple web portal with clever reporting intelligence dashboards.

## Retail EDGE Core Components



### Imagus Face Detector and Recognition Engine

Vix Vizion's proprietary automated real time software for detecting faces, generating alerts, and collecting analytics and reporting data. Imagus runs on AI cameras at “the edge” or on PC's/servers connected to any IP camera.



### Imagus Video Analytics and Reporting

Easy to use incident reporting tools and dashboards plus analytics such as demographics, emotions, occupancy, etc. Data may also be extracted from Imagus to populate your own BI systems. Track incident status and statistics for security and loss prevention management.

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## Retail EDGE Core Components



### Imagus Enrolment and DB Tools

Local on site and centralised image enrolment and database management, including configurable alerts, image quality checks and face registration tools.



### Forensic Analysis Tools

Analyse real-time or historic footage to find repeat offenders, their associates, movements over time, and through areas and across stores.



### CMS Central Management and Database System

Vix Vizion's CMS is a central multi-site management system connecting many stores to a single portal enabling retailers to centrally manage their entire Retail EDGE solution and across stores.



### Database Sync

Import repeat offenders' data from national or local retail crime databases to ensure wider coverage of retail repeat offenders.

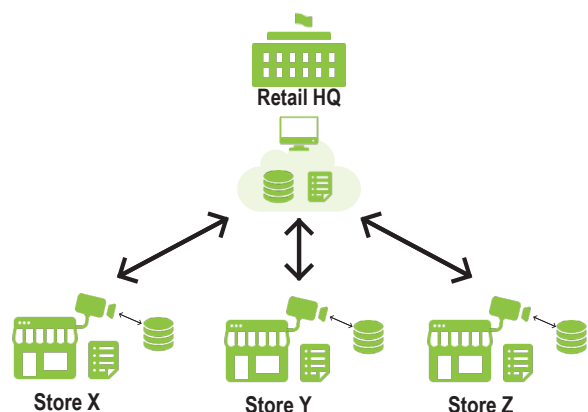
## Deployment Options

### 1. Local Processing, Central Management

Each store is set up with cameras, a local PC running the Imagus system and a local copy of the Repeat Offender's database which relates to that store. Video streams can be processed either on AI cameras in-store or on the local PC.

The local Imagus store portal can enrol images and manage the local alerts, analytics and reporting.

The local Imagus database is automatically synchronised with the retailer's CMS central database. The CMS is set up by Vix Vizion, then hosted and managed inside the retailer's own datacentre or cloud service. Retailer can securely centrally manage the entire programme from the CMS central system portal.



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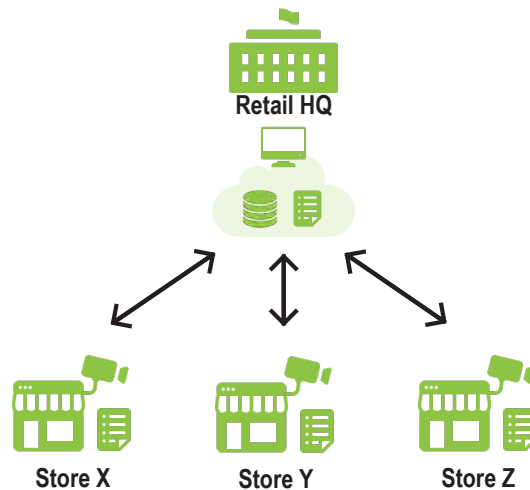
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## 2. Edge Processing at AI Camera / Retailer Hosted Cloud.

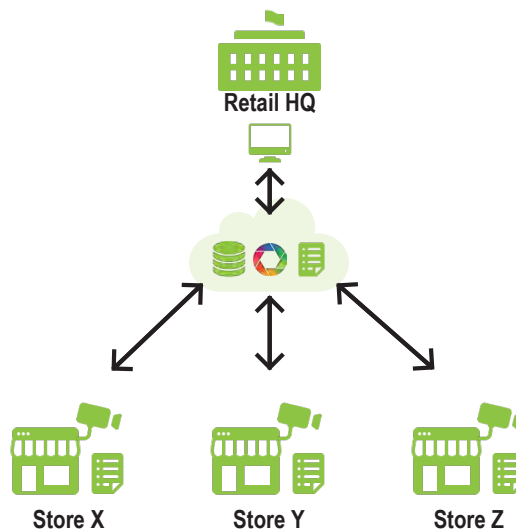
Under the Edge processing model each store is set up with AI cameras capable of running the Vix Vizion Imagus face detector software on each camera. Face detection processing occurs on camera - faces are detected, each face is converted to metadata, the metadata is sent to the CMS for further processing. Matches generate alerts at the CMS and feed alerts back to the store security personnel.

The Retail EDGE management, reporting, database and alerts capabilities are accessed and managed through the CMS web portal centrally. Restricted functionality/access can be made available at the store level through the web portal.



## 3. Edge Processing at AI Camera / Vix Vizion Hosted Cloud Service

The Edge Processing / Vix Vizion Hosted model is essentially the same architecture as the previous model, however under this model the CMS and data is hosted in Vix Vizion's own data centre in an instance set up for the retailer. No data is shared between retailers. Retailer has the same access and system capabilities as noted in the Edge model above, with the advantage that Vix Vizion provides the system as a hosted managed service.



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## Privacy and Data Protection

Retail EDGE and its component software systems have been designed in accordance with the following privacy regulations

- UK privacy principles according to the latest UK Data Protection Act.
- General Data Protection Regulations (GDPR) and its 7 privacy principles.
- Australian privacy principles according to the latest Australian Privacy Act
- New Zealand privacy principles according to the latest NZ Privacy Act

Retail EDGE only raises real time alerts and stores alert data if people are matched against repeat offenders entered by the retailer into their database. For all other people, images captured and associated metadata file are deleted. Our real time alerts allow for a final 'human check' to be made before actioning an alert.

The system defaults to minimal data storage and retention and maximum storage security options. System access is secured, and all data stored or transmitted is encrypted.

## In Summary

Vix Vizion's Retail EDGE solution improves safety for retail staff and customers, reduces retail crime and prevents losses. Retail EDGE uses Vix Vizion's own world leading Imagus Face Recognition technology. Retail EDGE can be deployed securely across one or many sites with multiple deployment options.

- **Reduce Retail Crime:** Raise real time alerts to help prevent incidents before they occur.
- **Quick Implementation:** Easily integrates with existing camera systems using our straightforward APIs, enhancing current technology without disruption.
- **Reliability:** Proven accurate technology, always on, far more reliable than humans at recognising potential repeat offenders. Ranked highly by the US National Institute of Standards and Technology (NIST).

## Contact Us

For more information or to schedule a demonstration, contact us at [sales@vixvizion.com](mailto:sales@vixvizion.com)  
Visit Our Website [www.vixvizion.com](http://www.vixvizion.com) or follow us on LinkedIn

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