

# The World's First SMART Public View Monitor

In order for a PVM to be truly effective it should react to the activity in the area it is monitoring. Not "on" all the time, and not triggered by "motion", but truly reacting to the interactions with those products of concern.

Created specifically to complement the Smart Sense Solution, the Smart PVM utilizes a network of low cost sensors to *intelligently* switch between branding/marketing content and live camera feed, triggered only when suspicious events are occurring. Unlike conventional PVMs, the Smart PVM not only positively impacts the customer experience while reducing theft, it also has the added bonus of potential revenue by delivering placements/ad-based messaging to customers while they shop. The Smart PVM is perfect for targeting product specific areas known for high theft.

-  Screen is primarily leveraged for branding/marketing/ad revenue purposes.
-  Built in SD card player for digital signage.
-  Customizable local audio messages with escalating urgency depending on the threat level detected.
-  Only switches to live feed when suspicious activity is identified.
-  Thieves will instantly understand that there is an active monitoring system in place.



## Change the Loss Prevention Paradigm, Stop Treating All Your Customers Like Thieves

Not all threats are created equal! With the new Smart Sense Technology, you can better assess the threat level and tailor the response accordingly. It differentiates suspicious behavior from normal shopping behavior and creates a tailored response based on your business model, staffing model, and store demographics.



## Smart Sense: Protect Your Customer Experience while Protecting Your Products

### Detection and Deterrence in One

Give your store a voice. Smart Sense devices detect in-store events and are able to differentiate suspicious activity from normal shopping behavior. Once activities of interest are identified, a tailored response will be delivered based on the threat level detected.

Smart Sense offers different methods for detecting when and where shopper engagement is most likely to reduce theft or increase sales.

### Event Detection



**Smart Sense Dwell™** detects the presence of people within a defined area. When presence exceeds a defined threshold, the module sends out a notification.



**Smart Sense Touch™** detects the actual handling of merchandise and sends out notifications ranging from possible interest to suspected sweeps.

### Response



**Smart Sense Remote Annunciator** has the power of local audio deterrence. The device locally broadcasts messages once it detects certain activities.



**Smart Sense PVM** intelligently switches between branding/marketing content to live camera feed, triggered only when suspicious events are occurring.



**Smart Response™** sends instant notifications to store associates, allowing real-time event response.

