SHOPPING
CENTERS
SOLUTIONS

Maximize safety and
optimize operations efficiency

SECURITY THAT DOES MORE
INTELLIGENT VIDEO
FOR SHOPPING CENTERS

**Video security and management solutions that
keep the needs of shopping centers in mind.**

Retailers come in all shapes and sizes, from small boutiques to large-scale megamalls and outdoor plaza-like experiences, there's a number of ways retailers are progressing and growing with the times around the globe. As a result, it is crucial that decision makers invest in video security and management solutions that keep the needs of shopping centers in mind.

Ensuring public safety and minimizing theft with video security without placing strains on operational budgets can be overwhelming for even the most seasoned security professional. Whether you're tasked with carrying out loss prevention investigations or responding to potential targeted attacks, there are multiple layers of security that must be considered.

INTELLIGENT SOLUTIONS TO IMPROVE SECURITY AND SAFETY

Pelco understands the unique and complex security needs within shopping centers. We offer intelligent, affordable end-to-end video security solutions that not only secure customers, store employees, and assets, but also offer valuable insights on customer trends through integrations with technology partners.

HERE ARE THE BENEFITS SHOPPING CENTERS CAN EXPECT TO EXPERIENCE:

INCREASED SECURITY & SAFETY

Video security systems and cameras are critical tools to help security teams ensure safety and security for shopping center staff and customers. Pelco video solutions increase safety and help reduce theft, crime and vandalism while protecting staff and customers, the shopping center's infrastructure and retail assets. Security operators can achieve full situational awareness leveraging AI-powered analytics to perform automated alerts notifying them of motion detection, abandoned objects and camera sabotage enabling them to respond quicker to incidents. The ability to integrate with third-party systems such as access control, fire detection and other technologies expand capabilities and help operators make rapid decisions for quicker response. Video security acts as a catalyst to maximize each security team member's efficiency so they can address the situations that need immediate attention first, spending time on what matters most to their organization.

OPTIMIZED OPERATIONS

Shopping malls require a robust and advanced video security system to increase site intelligence, minimize disruptions and streamline operations. Personnel need to know the number of people throughout the premises to monitor crowds and queues and ensure traffic is flowing for an enjoyable experience. Analytics combined with the Pelco Occupancy Counting solution gives personnel visibility of real-time data and dashboards to make informed decisions about occupancy in a defined area from an entry point which could help adjusting the number of security guards, customer service and cleaning crew leading to major cost-savings.
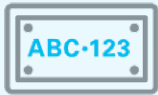
PELCO OCCUPANCY COUNTING

Accurately count traffic that enters your store or facility at designated entry points and provide real-time occupancy information to ensure facilities adhere to local health and safety guidelines.

INCREASE PROFITABILITY

Video security systems combined with analytics and automated alerts increase operational intelligence allowing stores to deter theft, shrinkage and liabilities while enabling store operators to validate POS transactions with video for quicker response time to incidents and increasing store ROI. Another possible application is leveraging the video management system shared display capabilities to present advertisements through public display monitors. Pelco's video management system, VideoXpert, enables operators to dynamically update the video layout and display of connected monitors throughout the shopping center's system.

QUICK LOSS PREVENTION INVESTIGATIONS / RISK MANAGEMENT

Increase retail safety and security with the help of analytic capabilities that allow you to detect abandoned objects. Investigating loss prevention incidents such as theft and vandalism doesn't have to be a long, expensive process with VideoXpert. Our Quick Investigation Tab makes the process efficient, which means incidents are resolved faster. VideoXpert also displays motion detection analytics that operate directly on the camera, automatically tracking activity throughout the scene. Security teams can easily share video with text message alerts along with a quick photo of the scene to multiple entities such as retail stores, personnel, police and fire.

INTEGRATION TO AUTOMATIC LICENSE PLATE RECOGNITION (ALPR)

Vehicular traffic around shopping centers and their parking areas can easily become crowded and chaotic spaces, especially during popular shopping times of the year. Security managers can use the automatic license plate recognition technology integration to make access easier and quicker. It can detect and capture vehicle license plates, comparing plate reads to user predefined lists to identify VIPs or suspicious vehicles, and provides visibility to the vehicle number of vehicles in an area.

ALPR also helps to locate incidents and find suspects when there are cars break-ins or accidents within the parking lot. The operator can search on the VMS the plate number to retrieve the incident scene and identify suspect. It makes it easy and quick to search for video evidence.

LEVERAGE APLR TO MAKE SMARTER BUSINESS DECISIONS

Marketing teams can classify captured plate numbers by regions to analyze where the shoppers are coming from to help make important business decisions when advertising to their customers.

Management can also leverage ALPR data and optimize car park occupancy to anticipate the daily traffic in the shopping center by measuring vehicle traffic in and out of the car park through automated reading and plates counting features. Operators can be alerted when the car park is full and quickly open the nearest car park for additional parking options.

REDUCE STORAGE COST, PRESERVE VIDEO QUALITY

Our Smart Compression technology lowers bandwidth and storage requirements by up to 70% while retaining image quality and critical information for forensic purposes.

INTEGRATED VIDEO SECURITY ON A CENTRALIZED PLATFORM

Pelco's intuitive enterprise video solutions reduce costs while increasing operational efficiency. Operators can perform quick investigations, easily share information across the facility, and gain new levels of insight into overall operations with our built-in and optional advanced analytics functions.

RELIABLE, INTUITIVE VIDEO MANAGEMENT SYSTEMS

Pelco's intuitive easy-to-use video management system, VideoXpert, delivers situational awareness across an entire shopping center. VideoXpert provides real-time event detection of people, vehicles, and static objects by way of automatic alerts, camera tracking, and video analytics so security managers can respond within seconds. This not only replaces manual video review, but also mitigates property damage and potentially saves lives. With the ability to view information in one place, VideoXpert enables security professionals to see the information they need to make fast, effective decisions that drive business forward. Whether your shopping center has 10 cameras or 10,000, VideoXpert is designed to fit security operations of any size.

VideoXpert Professional (VxPro) is designed for deployments from 10 to 100 cameras using a single server to simplify deployment. VideoXpert Enterprise (VxEnterprise) is an intuitive and scalable video management system designed for deployments from 10 to more than 25,000 cameras.

OPEN ARCHITECTURE FOR INTEGRATION WITH THIRD-PARTY SOLUTIONS

VideoXpert's open architecture allows system users to configure the system that best meets their operational needs. By partnering with leading access control, perimeter detection, fire detection, point-of-sale, building management, and other system vendors, VideoXpert is designed to integrate with a wide range of third-party applications for an interoperable, open video security system with customizable functionality and maximum flexibility.

HELP COMPLY WITH REGULATIONS AND ENSURE UPTIME

Exposed to a variety of security and safety regulations, video security systems help security teams ensure that occupants including contractors and cleaning crews comply with building rules such as prohibiting smoking in staircases and occupying or blocking fire exits. Pelco provides reliable solutions that meet cybersecurity standards and are easily compatible with tenant, enterprise security and business systems. Pelco solutions feature forensic video on a cyber secure, stable and redundant system recording constantly enabling you to ensure compliance. VideoXpert helps reduce downtime and delivers integrity, redundancy, failover, backup, and monitoring of system devices to ensure uptime.

POINT OF SALE INTEGRATION:

- **SEAMLESSLY CAPTURE REAL-TIME TRANSACTIONAL DATA WITH VIDEO OVERLAY**

- **ACCESS LIVE AND RECORDED VIDEO**

- **VISIBILITY TO IDENTIFY, TRACK AND RESPOND TO ACTIVITIES**

IMPROVE THREAT DETECTION WITH ADVANCED ANALYTICS

It is critical for video operators to detect actual threats versus false alarms. Pelco's Advanced Analytics Suite coupled with VideoXpert and Sarix Enhanced 3 or Spectra Enhanced 7 cameras, utilizes cutting-edge analytics technology embedded in the camera to improve threat detection. The object detection engine powered by AI analytics detects both stationary and moving objects. This enables video operators to focus on situations needing immediate attention, reducing operational costs and mitigating risks.

CUSTOM SOLUTIONS THAT BLEND IN WITH THE SURROUNDINGS

We know that each installation and each customer bring its own unique set of requirements that may demand customized solutions. Pelco's Special Modification Requests (SMR) program is designed to meet such needs. Whether the requirement is driven by aesthetics or environment, our SMR program delivers powerful, differentiated solutions. From matching a wall pattern to a special color, healthcare facilities can benefit from installing custom solutions in public areas such as lobbies and waiting rooms to seamlessly blend in with the aesthetic design aspects of the property for discreet, yet secure operation.

CUSTOM SOLUTIONS FOR SEAMLESS, DISCREET VIDEO SECURITY

IP CAMERAS

Pelco's IP cameras are well-suited for the needs of shopping centers. Popular options include:

SARIX FIXED IP CAMERAS

Sarix Enhanced cameras are designed to handle a broad range of lighting conditions while always delivering sharp footage. The cameras also feature resolutions of up to 8MP (4K) with true Wide Dynamic Range (WDR) as well as light and image stabilization capabilities. And with frame rates of up to 120 FPS at 1080p, organizations can slow down scenes of interest and capture detailed images. Pelco is one of the key partners that can offer reliability, scalability, and integrated technologies through our analytics and camera integration.

The Sarix Value line delivers a cost-effective security solution that enables customers to minimize risks and meet regulatory requirements within budget. This entry level fixed IP solution delivers excellent security detail in low-light and no-light settings with True Wide Dynamic Range and adaptive IR illumination providing clear images all while keeping storage costs within budget.

SPECTRA PTZ CAMERAS

Spectra Enhanced cameras are ideal for customers with challenging lighting and large/broad surveillance areas and designed to quickly, accurately, and reliably extract actionable security information.

The Spectra Enhanced camera offers up to 4K resolution including anti-bloom technology, advanced image processing and Pelco's SureVision technology which gives you access to sharp images in low light conditions such as parking lots at night. An ideal, cost-effective solution for shopping centers, the Spectra Professional camera series is easy to order, easy to install, and ready to get you focused on what matters most at your center. The dome system features open architecture connectivity for third-party software recording solutions allowing integration into virtually any IP-based HD system.

SARIX® ENHANCED FIXED IP CAMERA
High performance with superior visibility and advanced analytics

SARIX® VALUE FIXED IP CAMERA
Cost-effective, compact and versatile security solution

SPECTRA® ENHANCED 7 PTZ IP CAMERA
Quick and accurate detection with the latest 4K PTZ technology

For security professionals who need an affordable solution that doesn't sacrifice visibility for low-light capabilities, the Spectra Professional IR 2MP camera also features True WDR, which equalizes images where there are very bright and dark areas in one scene. This is especially useful for indoor cameras that also cover glass entrances.

PANORAMIC CAMERAS

The next best thing to being in the middle of the scene itself, Pelco's Optera 180°, 270° and 360° panoramic cameras offer a seamless panomersive experience that stitches videos together from the camera's four sensors.

The technology aligns the scenes to create a natural continuous panorama so video operators can take in the whole panoramic view while still having the ability to drill down to sharp detailed views where they can pan, tilt and zoom into areas of interest. For enhanced visibility and detection, video operators can automatically track people or objects of interest with Pelco Camera Link technology, which allows you to combine the seamless panoramic coverage of our Optera cameras with the 30x optical zoom capability of our Spectra Enhanced cameras.

OPTERA® MULTI-SENSOR PANORAMIC CAMERA
Seamless panoramic views

FISHEYE PANORAMIC
Cost-effective 360° coverage without blind spots

Contact your local Pelco sales representative or visit pelco.com/commercial to learn more about the security solutions we offer shopping centers.

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