

Minimize external loss with high-quality video of EAS events.

Electronic Article Surveillance (EAS) systems are frequently used in the battle against external loss. Still shoplifting is a major cause of lost profit for retailers all over the world, who constantly look for new ways to minimize the value of stolen merchandise. When integrating the EAS system with an Axis network video solution, retailers are provided with new, efficient means to reduce external loss.

A typical EAS system triggers an alarm when an item is being stolen from a store. In some cases the shoplifter is long gone before security or staff arrive at the scene. And if caught on video with a traditional surveillance camera, the images are not always good enough for positive identification. This is where an Axis network video solution makes the difference.

Complete coverage of incidents

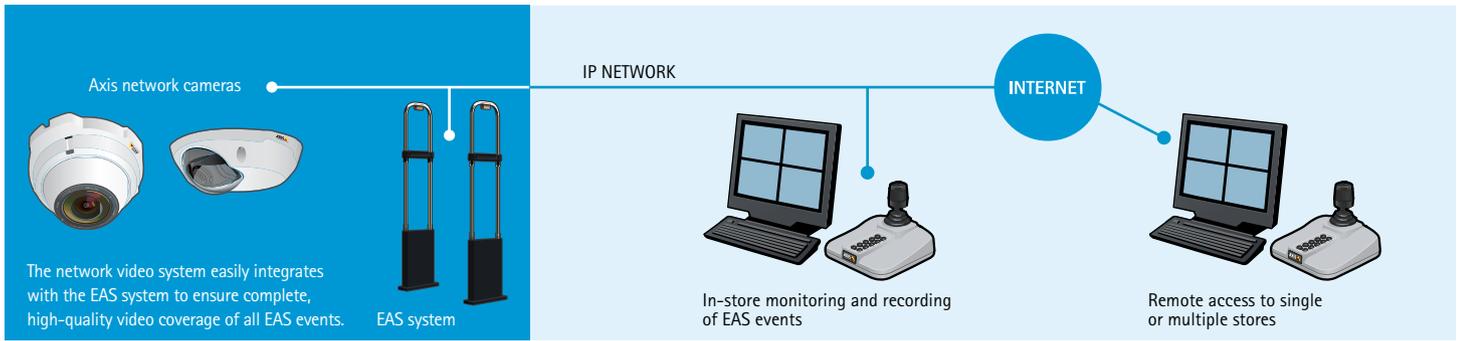
When integrated with network video, the EAS system does not only activate an alarm, but also triggers a video recording of the incident. The recording can be configured to include the time before and after the alarm, ensuring full coverage of the incident.

High image quality

The network video system enables efficient analysis of product placement and display strategies. Managers can simply record customer interaction with different displays, and then view the heat maps to see how efficient they are. The system can also be used to compare traffic flow and sales figures between stores with different end-caps and displays.



- > Valid proof for EAS events
- > High-quality images
- > Real-time video alarms
- > Cost-efficient analysis
- > Reduced investigation time and costs



When integrating network video with the EAS system, high-quality video of EAS events is only a mouse-click away. *Image courtesy of Checkpoint Systems.*

Immediate alert

The system can also be set to send a real-time alert to management or security staff, who gets immediate access to the video of the incident on their computers or PDAs. This allows for rapid and appropriate response, increasing the chances for a quick solution. The video files are easily forwarded to other stores or the police, and can be a powerful tool against organized crime.

Easy search, analysis and documentation

When the incident is recorded, it is automatically tagged as an EAS event, and the stored data includes information about date, time and place.

This enables management or security personnel to efficiently:

- > Find and view specific incidents.
- > Compare EAS-incidents from single or multiple stores.
- > Generate alarm reports and statistics.
- > Analyze training and security needs.
- > Ensure that employees follow the policies for EAS events, scanning and deactivation.

Reduced investigation time and costs

With network video, there is no longer any need to spend hours searching for the right video footage. Further benefits are provided by the high image quality, which facilitates positive identification. And the video can quickly be copied and distributed without reduction in quality. All of the above helps to save great amounts of valuable time when investigating and providing proof for shoplifting incidents.

Why network video?

- > Superior image quality
- > Remote accessibility
- > Easy, future-proof integration
- > Scalability and flexibility
- > Cost-effectiveness
- > Distributed intelligence
- > Proven technology

Why Axis?

- > Worldwide #1 in network video, the world's leading expert
- > Proven installations across all continents
- > Broadest product portfolio in the industry
- > The largest installed base of network video products
- > Over 30 years of networking excellence