



RETAIL SOLUTIONS

**COMPLETE
SOLUTION PACKAGE**

ARE YOU OWNER OR OPERATOR OF THE STORE?

Camera monitoring is now a standard feature in most stores. If you are preparing a replacement of the CCTV system or are only equipping the store with this solution, consider using other functionalities that our Mobotix CCTV solution brings.



Panoramic camera MOBOTIX i26

i26 is an inconspicuous indoor camera designed for wall or concealed installation. With a horizontal viewing angle of up to 180° and a slightly tilted cover, you get a perfect overview of what is happening in the room.



PT camera MOBOTIX p26

Thanks to manual pan and tilt, the camera can be adjusted precisely to the monitored area. The p26 is equipped with a wide-angle lens - when installed in a corner of the office, the whole room is in the palm of your hand. And in high definition.

① SURVEILLANCE OF STORE, INCLUDING PLACES, DIFFICULT TO SEE

- The hemispherical lens view from the ceiling is clear and occupies a large area.
- Monitoring of cash register space with the possibility of extension to connection to cash register systems.

② HEAT MAPS

- Properly placed goods are an impulse to buy. According to statistics, placing goods in a frequently visited zone can increase sales of these items by up to 87%!
- Customer concentration is clearly visualized using the color scale above the video image layer - making motion analysis very intuitive and fast.

③ COUNTING OF PASSES IN SELECTED AREAS

- The camera can provide detailed information on the number of people who pass through specific areas.
- Helps to better analyze store traffic - what time of day is the highest traffic, what day of the week, etc.
- This makes it easier to plan shifts, optimize opening hours, etc.
- In addition to the input it is possible to calculate the inputs to the toilet, to the warehouse etc.

④ AS A WHOLE CHEAP AND RELIABLE ARCHITECTURE

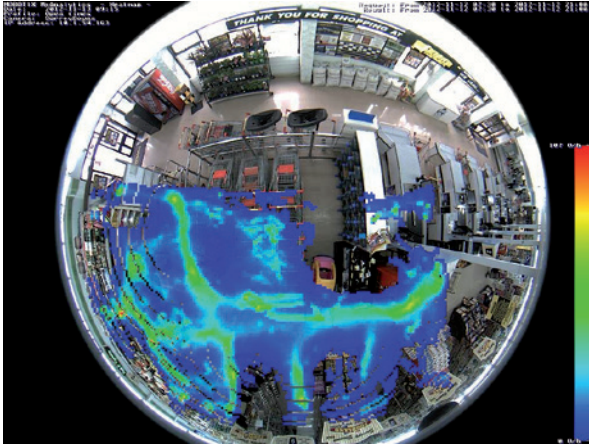
- The camera can record images directly to its internal memory - no additional external storage or NAS is required.
- Alternatively, existing infrastructure may be used.

⑤ POSSIBILITY OF USE IN OTHER OPERATIONS

- Gas stations
- Reception
- Hospital rooms
- Office
- And more...

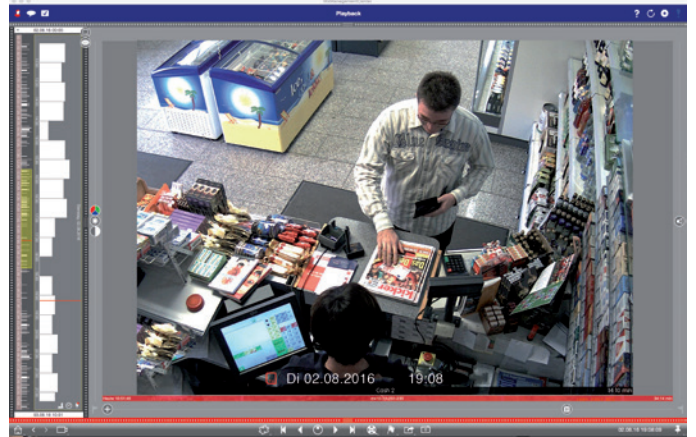
HEAT MAPS

Each camera can record the continuous movement of people - the result is an image in which the color of the movement for a certain period is shown. Color hotter spots indicate so-called hot spots - frequent frequency of movement of people, while places with cold colors are so-called drowned - customers do not come here at all. Knowing these places allows you to place the best-selling „immediate decision“ items on hot spots, which customers typically choose after they see it, or optimize their stores.



COUNTING OF PASSAGES

The camera can record passages through a defined location, such as an entrance to a store. This gives you information on how many people have passed each hour or day, and can adapt to staff shifts, for example. Keep in mind that while cash register marking can determine the number of customers, Mobotix can determine the number of visitors - in many places, these numbers can vary considerably and knowing the number of visitors can help you turn them into paying customers with the right offer.



EXPANSION READY* FOR CONNECTION TO POS SYSTEMS

Ceiling cameras with a „fisheye“ (hemispherical) have an excellent view of the cash register workplace when properly positioned, so it is easy to check back whether the correct amount has been handed over and returned or the goods have been correctly tagged. In case of connection to the cash register system it is then possible to easily and quickly trace the record by amount, item or payment method.

When will you most appreciate this system?

- The customer **complains** that he has paid a banknote worth EUR 100, but was only refunded for EUR 50.
- Evidence of whether and **how goods have been marked**.
- Cancellations, invalid earnings, exchange of banknotes - in short, cases where the **cash register is open without real sales**.
- Card payment verification.
- Check that the identity of the person for the **sale of age-restricted items** - tobacco / alcohol - has been verified.

* Not included in the package price, varies depending on the POS used

Hemisphere camera **MOBOTIX c26**

With a diameter of only 12 centimeters and a weight of 200 grams, the c26 is the smallest and lightest hemispherical camera. With a 360 ° view, ceiling installation and heatmap recording of customer movements, it is a unique solution for retail shops.

MODEL CALCULATION

The 40-80 m² store solution package includes:

2x camera (interior c26, i26 or p26)
Operating software
SD Memory Cards 128 GB
PoE switch
Installation material (in the range for normal installation in suspended ceilings)

Monthly installment (36 months)	40 EUR
Installation work (installation in suspended ceilings, heatmap and passage counting, Ethernet distribution)	400 EUR



» Most of all I am afraid of competition and petty theft, nothing else harms me so much. «
Owner of a small shop

SAVINGS TO AVOID THEFT

Example store	Drugstore, 70 m ²
Floor plan of the store	Rectangular
Annual sales	74 000 EUR
Percentage of losses caused by theft and theft of goods according to ČKBS	1.5 %
Quantified loss from annual sales	1 110 EUR/year

SAVINGS TO ADAPT THE NUMBER OF VISITORS

Number of part-time workers	2
Hourly wage (including tax and insurance costs)	5,5 EUR
Spent hours a day	6
Monthly costs	1 466 EUR
According to the people count, the number of hours per day for part-time workers can be reduced to (new hours)	4
Monthly savings	489 EUR

Loss
in 3 years

3 333 EUR

Annual
savings

5 855 EUR



MOBOTIX c26



MOBOTIX i26



MOBOTIX p26