



With the development of Cutting Edge Technology Solutions, we enable our clients to attract new customers, understand their in-store behavior, increasing their loyalty by enhancing their shopping experience in a safety environment.

## Interax Digital Video Surveillance



### NEW POSSIBILITIES, GREATER GAINS

The retail industry faces tough challenges, including fierce competition, low margins and external/internal losses. Within retail, video surveillance systems have traditionally been used for safety and security. Interaxlink network video solutions take such systems to a new level by addressing all these challenges. With pro-active surveillance and monitoring, you may experience greater loss prevention, improved merchandising, and many more functions that make sound business sense in every retail operation, whether you run a single shop or a whole chain of stores.

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# Interax Digital Video Surveillance

## GRATER LOSS PREVENTION

CCTV has long been known to help reduce theft, particularly when consumers know it's there. But the real leap forward in loss prevention technology comes with network video.

Interax network video solutions provide sharp, high-resolution images that enable you to follow suspect behavior and facilitate positive identification. And they integrate with your available systems to reveal and minimize all kinds of shrinkage-related activities. They can for instance be combined with your EAS system to ensure complete, high quality video coverage of all EAS incidents.

### Reduce shrinkage with network video

Theft and inventory shrinkage are obvious causes of lost profit and they are traditionally fought with surveillance systems. Interax network video solutions take this fight to a whole new level. They provide sharp, high-resolution images and integrate with your available systems to reveal shrink-related activities.

### Detect cashier-related shrink with POS integration

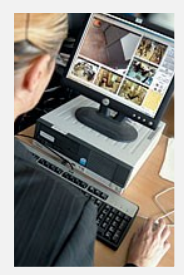
Internal retail losses are mainly caused by employees manipulating the POS (Point of Sales) system.

When integrating an Interax network video solution with your POS system, you can easily identify and review suspect transactions such as:

- *Discounts*
- *Manually entered values*
- *Returns*
- *Cash refunds*
- *Coupon handling*

### Save valuable time

You no longer have to look through hours of video when analyzing shrink-related transactions. Instead, you are provided with detailed exception reports, where each transaction is linked with corresponding high-quality video. Real-time and historic information is only a few clicks away, leaving no room for misinterpretation. With Interax network video, you quickly identify common mistakes, misunderstandings and innovative ways to manipulate the POS system. POS exception statistics from single or multiple stores make it easy to detect suspect patterns and behavior. This enables you to continuously develop your staff training tools, and to ensure that you always stay one step ahead in preventing internal loss.



### Enhance surveillance efficiency with intelligent video

The use of intelligent cameras with motion detection and active tampering alarm helps to quickly detect suspect actions outside a store or inside a store after opening hours. Cameras automatically send images to your security guard's phone or PDA, enabling the guard to assess whether action is required. This also saves time earlier wasted in responding to false alarms.