



**Video Intelligence Software**

INTELLIVID®  
DIFFERENTIATORS  
FOR RETAILERS

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*ADT Always There®*



# INTELLIVID<sup>®</sup> DIFFERENTIATORS FOR RETAILERS

## Introduction

American Dynamics' IntelliVid software is more than just simple Video Analytics. While there are hundreds of providers who claim to offer video analytics, most are simple motion-based analytics that fail to produce meaningful results in the busy aisles of retail. What sets the IntelliVid software apart is its longstanding commitment to, and deep understanding of, retail business processes and how to enable them with video intelligence. For retailers, IntelliVid brings a more than 5 year commitment to serving retailers and a unique focus on building technology that helps retail employees do their jobs more effectively and efficiently.

In addition, the technology underlying the IntelliVid software stands apart from competitors by providing:

1. [Always On Intelligence vs Preconfigured Analytics](#)  
IntelliVid is constantly processing all of the video from all cameras and building a complete archive of all activity on all cameras.
2. [Separation of People & Asset movement vs. simple motion based analytics](#)  
IntelliVid analyzes the video and separates foreground and background motion, people vs assets and records those movements as different object types.
3. [Patented, one-of-a-kind computer-aided-tracking](#)  
IntelliVid is the only video intelligence provider that allow users to quickly and reliably track customers or suspects across a fixed camera infrastructure without requiring pre-configuration of the camera layout;
4. [Quick and efficient creation of integrated case/investigation files](#)  
IntelliVid makes it quick and easy to pull together all of the evidence associated with a case, including end-to-end evidence movies, still images, video clips and case notes.
5. [Compelling connections between video and POS data](#)  
IntelliVid simplifies the process of reviewing video footage of relevant POS transactions, ensuring that video and POS time are synchronized, instantly calling up the camera where the POS terminal in question is located and, filtering transactions for suspicious situations.
6. [A single platform and common toolset that serves the needs of many retail functions, from loss prevention, to marketing, merchandising and store operations.](#)



## Always On Intelligence vs Preconfigured Analytics

Most video analytics only start monitoring the video after the user has set up the search or alert. IntelliVid is constantly processing all of the video from all cameras and building a complete archive of all activity on all cameras.

**RESULT:** Users do not have to know what will interest them in advance and they can get answers to their question quickly.

**LP Example:** LP Investigator finds empty packaging on the floor, wants to find out when it showed up. Even though the system and the user didn't know they would be interested in that camera at that time, the system has been "watching" all asset movements, all the time. Draw a box and do a quick asset search to find the moment in time when it was dropped.

**Store Ops Example:** New Display was set up 2 weeks ago in a main aisle, HQ user wants to see what traffic has been for the past 2 weeks, but did not set anything up in advance. No problem, draw a region and conduct a linger search to see all people who passed by or engaged with the display over the past 30 days

## Simple Motion Based Analytics vs Foreground/Background Separation

Most video analytics operate by simply detecting pixel changes or motion on the camera view. This is useful in low activity settings (like a perimeter fence) where not much happens and security personnel want to pay attention to every activity. However, in busy retail, simple motion-based analytics produce too many false positives. Users looking for when an item on a shelf moved will get hits for everyone who walked in front of that shelf.

IntelliVid is different – as the software analyzes the video it separates foreground and background motion, people vs assets and records those movements as different object types. So when a user wants to see when merchandise leaves the shelf, they do an asset search, looking only for background activity.

**RESULT:** Fewer false positives – gets you to the video you need faster

**LP Example:** LP Investigator wants to monitor a rack of expensive, high-theft handbags. Simple motion-based alarms alert him every time a person walks between the camera and the shelf. With IntelliVid, the Investigator defines an asset alert (focus on background activity) and only receives alerts when the merchandise moves. Additional parameters, allow him to tune the alerts for to differentiate between normal customer shopping behavior and a shelf wipeout, for example.



## Computer-Aided Tracking

IntelliVid is currently the only video intelligence provider that can allow users to quickly and reliably track customers or suspects across a fixed camera infrastructure without requiring pre-configuration of the camera layout. IntelliVid's Computer-Aided-Tracking (CAT) algorithms automatically learn the relationships between cameras at a site and guide the user which cameras a person will appear on next. CAT can work across camera blind spots, as long as the area not covered by a camera view is an open area where a customer/suspect can move into and out of the blind spot in any possible direction. Tracking can be done on live or forensic video, running forward or backwards.

**RESULT:** Quick & Easy Tracking without requiring PTZ cameras

**LP Example:** EAS Alarm goes off, LP Investigator sends "Walker" to intercept, before intercept takes place, LP investigator tracks the person backwards through the store to validate whether they came from the registers. If it is a false alarm, "Walker" is called off before making a bad stop. Example: 50% reduction in bad stops.

**Store Ops Example:** Merchandisers want to better understand customer shopping patterns. They upload a transaction report of transactions involving customers from a prime target demographic. Tracking they customers backwards from the register, allows the merchandiser to create 20-30 compelling customer experience movies in less than a day. Similar data gather via traditional methods (formal market research) would require hiring an outside agency and executing a several month-long research project costing tens of thousands of dollars.

## Video Investigation Management

IntelliVid makes it quick and easy to pull together all of the evidence associated with a case, including end-to-end evidence movies, still images, video clips and case notes. All of these elements can be quickly pulled together into a "virtual manila folder" and exported out into an easily shareable web-page format. All files are available in easily shareable formats that will play on most standard PCs.

**RESULT:** Less time required to create compelling integrated evidence files, results in more cases being documented and prosecuted

**LP Example:** LP staff apprehended a suspect attempting to steal a case of razor blades (retail value > \$700). Before Law Enforcement had arrived, the in-store investigator had built an end-to-end evidence movie documenting the theft, added still images profiling the suspect and added case notes describing the details of the apprehension and the merchandise. After burning the investigation file to a CD, the LP staff hand off the case file along with the suspect to Law Enforcement. At trial, the judge drops the CD in their laptop, reviews the evidence and closes the case.



## Connecting POS Data & Video

IntelliVid simplifies the process of reviewing video footage of relevant POS transactions, ensuring that video and POS time are synchronized, instantly calling up the camera where the POS terminal in question is located and, filtering transactions for suspicious situations, such as a customer not present for a return transaction. With IntelliVid's Intelligent POS search, users can create multi-level rules-based searches to find the specific transactions of interest. Users can also upload existing transaction reports generated by POS systems or Exception Reporting systems such as XBR or Retail Expert. POS data enters the system either by uploading individual reports or by overnight loading of batch files containing all transactions from the previous day.

**RESULT:** Less time required to find video associated with transactions, avoid reviewing transactions where nothing suspicious occurs. Identify more internal theft, faster.

**LP Example:** Instead of taking the transaction number from an exception report, looking up the date, time and terminal number in a separate Electronic Journal system, then finding the associated camera and time on their DVR and manually reviewing the video associated with each transaction, the LP team simply uploads the report, turns on the automatic customer filtering and the system automatically calls up the video associated with these suspicious transactions.

**Store Ops Example:** A store that recently installed customer service call buttons, wanted to validate how long customers waited for service and whether they ultimately purchased an item. By uploading a report from the Call Button system, the team could quickly review the video of each customer's shopping experience.

## Store Intelligence and Loss Prevention from a Single Infrastructure

Many video analytics providers focus on generating security alerts or alarms. Other providers require specialized cameras or encoders to produce people counting data. IntelliVid is the only system designed to serve the entire Retail enterprise, with a compelling toolset for Loss Prevention and leading edge customer intelligence for Store Operations, Marketing and Merchandising. With one set of cameras, one set of stored video and one software application, retailers get more from their IntelliVid system than from other Video Analytics providers.

**LP & Marketing Example:** Loss prevention teams can detect and prevent more theft if they have camera coverage throughout the store. However, full camera coverage isn't cost effective when the benefits of the system are only in reducing shrink. With marketing, merchandising and store operations using the same system to drive revenue, margin and payroll benefits, retailers can justify a more expansive video system, that in turn, leads to further shrink reductions.

