![Dahua Technology logo]

SMART RETAIL SOLUTION

-Secure
-Efficient
-Profitable

Security
- HD video surveillance
- 7*24 real time monitoring
- Surveillance without blind spots

Loss Prevention
- POS integration
- Audio and video overlay
- Remote monitoring and playback

Intelligent Management
- People Counting
- Heat map
- Business intelligent

RETAIL CHALLENGES AND SOLUTIONS

With the advent of a rapidly developing online shopping industry, retail stores are facing great challenges. In a fiercely competitive market, enlarging the customer base and maintaining their loyalty become increasingly important and at the same time – very difficult. Improving customer satisfaction, maximizing per-customer transactions, ensuring a safe environment, and reducing unnecessary losses have become a major focus of retail owners and chain store companies.

Dahua Technology, a world leading manufacturer and supplier of intelligent security surveillance products and solutions, announces the launch of the Dahua Retail Security Solution. Dahua Retail Security improves customer satisfaction, secures the shopping environment, and optimizes business results – which combines to keep OPEX low, increase store operating efficiency, and enhance profits. The solution is customized for you.

The solution is designed for you.

![Dahua logo]

Challenges

Security Challenges

- Vandalism
- Shoplifting
- Customer Safety
- Robbery
- Internal Theft
- Staff Safety

Business Challenges

- Foot Traffic Data
- Data Collection
- Transaction Data
- Data Analysis
- Data Visualization

Digital Retail Solution

Security & Loss Prevention

- POS integration
- Surveillance without blind spots
- HD video surveillance
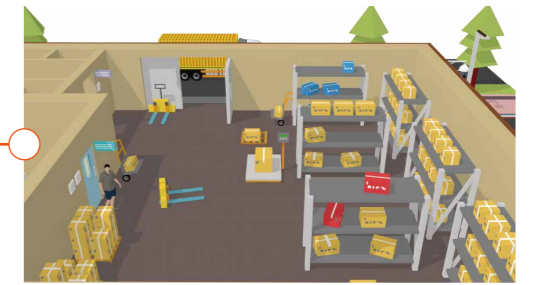- 7*24 real time monitoring
- Remote monitoring and playback

Business Intelligent

- Data visualization
- People counting
- Remote patrol shop
- Conversion rate
- Heat map

STORE LAYOUT

Office
- Surveillance
- Business analysis

Store Room
- Starlight
- Access control & alarm

Checkout Counter
- POS integration

Store Floor
- Regional People Counting
- Dewarping modes
- Corridor mode
- Heatmap
- Advertising screen

Entrance
- People Counting
- Super WDR

Parking Lot
- 4K
- PTZ

SALE -30%

Dahua Supermarket

Retail Store

APPLICATION AREA

Compared to e-commerce, the traditional retail industry faces many challenges in accurately calculating the flow of visitors and efficiently adjusting business operations according to flow analysis and conversion rates.
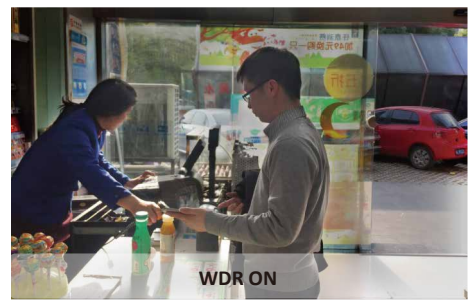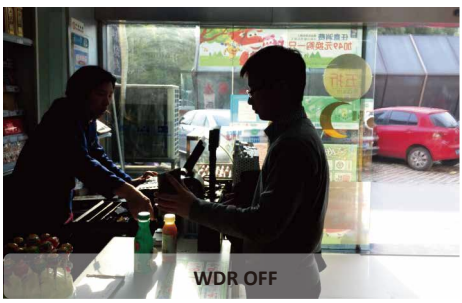
• People Counting

Advanced cameras provide People Counting functionality which counts foot traffic at store entrances and can export daily/monthly/yearly reports. Traffic analysis can greatly improve business efficiency.

Entrance:15
Exit:8

• Super WDR

Dahua Ultra Smart series cameras support up to 140dB Wide Dynamic range for crystal clear image quality even in high contrast or backlit environments. Clearly monitor store entrances at all times.

WDR OFF

WDR ON

Store Floor

Set cameras to corridor mode to monitor store aisles. When paired with a fisheye camera, shelf areas are fully covered and advanced analysis can provide a visitor flow distribution heat map.
Increased surveillance coverage greatly reduces theft of customer property and retail goods, providing a safe shopping environment.

• Heat Map

A fisheye camera provides heat map functionality displaying hot and cold areas based on customer flow, allowing for enhanced business analysis. Fisheye cameras also provide a 360 degree image of the store floor.
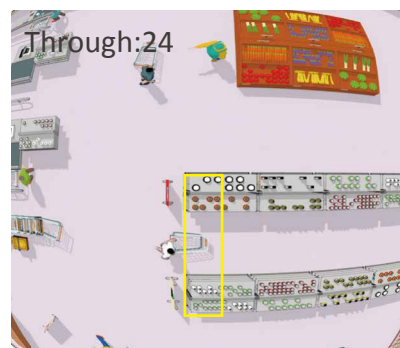

• Dewarping Modes

• Corridor Mode

Corridor mode is used to monitor store aisles and minimizes the need for additional cameras to cover a single area.

• Regional People Counting

Understanding how customers move through a store is the key in helping businesses optimize product placement and prolong customer stay. People Counting can be set to monitor traffic flow in certain regions.

Through:24

• Advertising Screen

Supports various video formats as well as images, text, and audio. Remote device management allows for a timer, volume adjustment, time sync, screenshots, and remote updates.
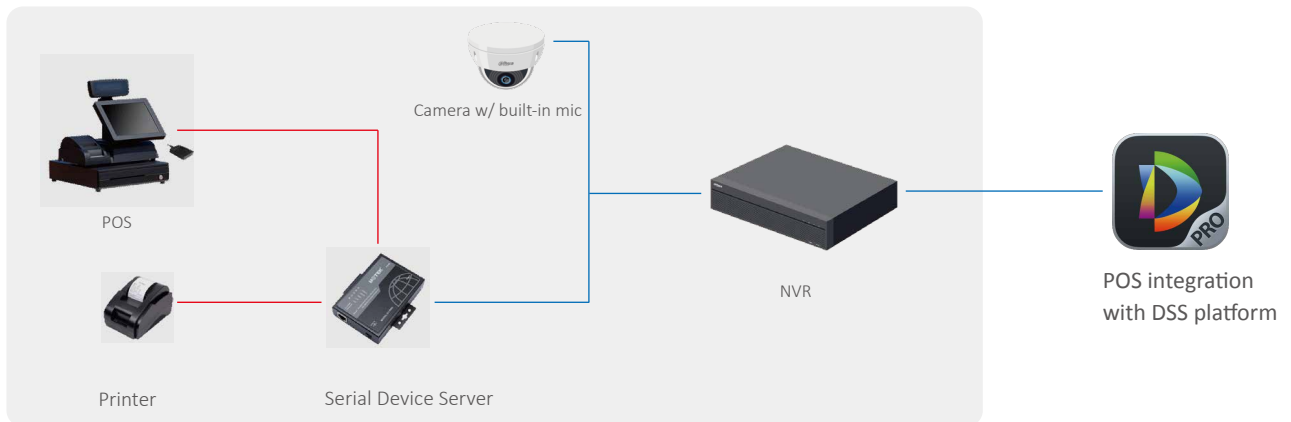

Checkout Counter

Customer disputes and cashier fraud frequently occur at the checkout counter.

HD video, audio, and POS overlay can identify problems and provide evidence of wrongdoing.

POS Integration at NVR

POS

Camera w/ built-in mic

NVR

POS integration with DSS platform

Printer

Serial Device Server

• POS Integration

Video and corresponding POS information can be shown simultaneously in both live and playback mode. The system also supports text search to find bills and their associated video recordings.

Queue number : 11
Data:2015-08-28   Time:09:10:33
No:01-1-1508280001   Cashier:Mary

Name	Price	Quantity	Amount
Pizza	20.00	1.00	20.00
Pepsi	10.00	1.00	10.00
Beef	30.00	1.00	30.00
Apple	15.00	2.00	30.00
Cola	5.00	2.00	10.00
Wine	30.00	1.00	30.00

Total		8.00	130.00
Paid			200.00
Change			70.00

DSS Digital Retail application software helps retailers manage stores, supports operations with advanced data analysis, reduces time and labor costs, and displays data with useful visualizations to provide an intuitive understanding on current and historical store status, as well as future trends.

Remote access from mobile devices also provides managers with the latest store information and video, allowing effective store management from anywhere.

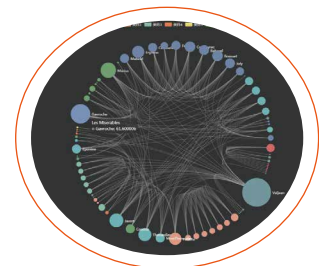### Remote Shop Management

Remotely view video and data in real-time

Monitor the store at all times

Manage from anywhere

Visualization of various data

Supports chart customization
Video analytics
Data analytics

Lost of time spent analyzing data

Reduce labor & time costs

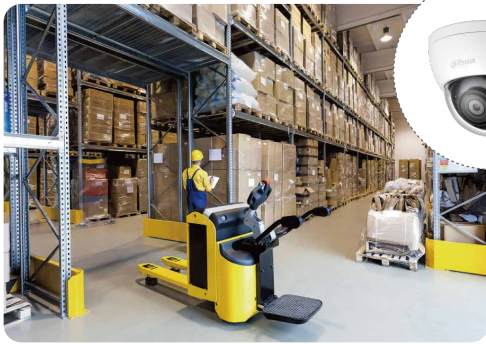### Operation Strategy Analysis

Operation summary / KPI Chart
PCT Chart / Customer analysis
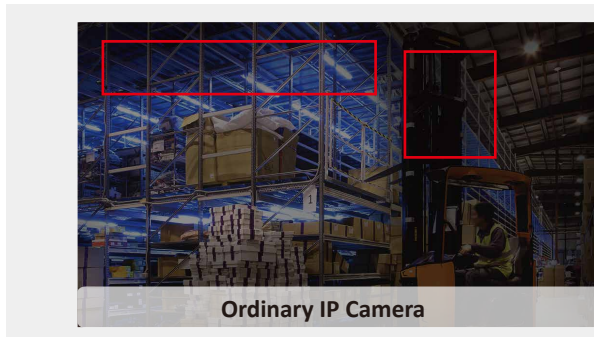Commodity analysis

Poor business operation

Better operation strategy

Storeroom

Cameras with Dahua Starlight technology provide detailed 24-hour video surveillance under all light conditions, day or night, reducing risk of theft.

• Conventional Camera vs. Starlight Camera

Ordinary IP Camera

Starlight IP Camera

Parking Lot

Dahua provides specialized HD and PTZ cameras for parking lots in order to automatically track and respond to abnormal behaviors instantly. When situations such as accidents or burglaries arise, HD video provides detailed evidence to confirm facts and alert authorities in time.

• 4K

4K enabled cameras provide clear details of the entire parking lot area. Bullet and PTZ cameras can link up to track suspicious targets from any angle.
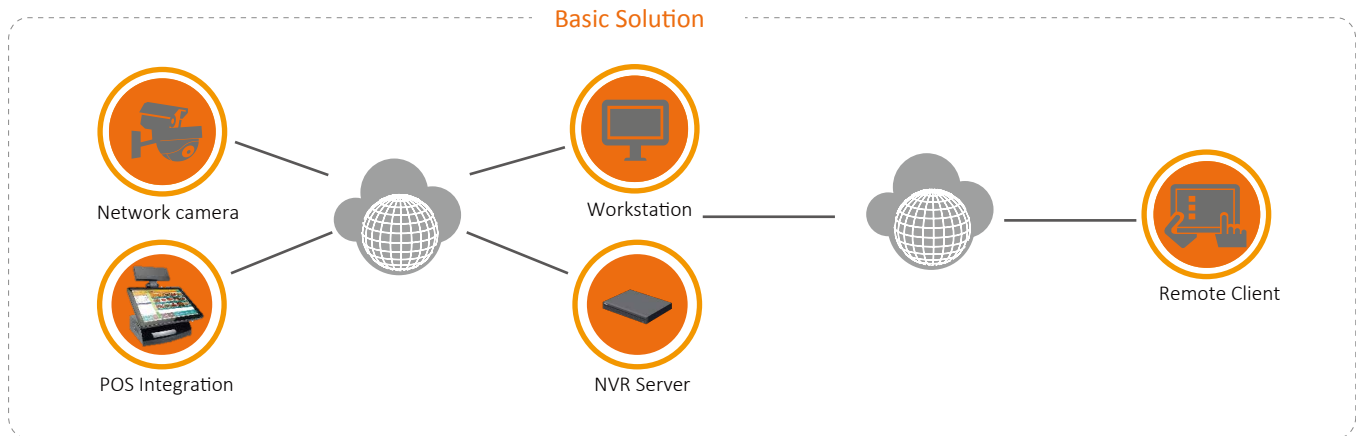

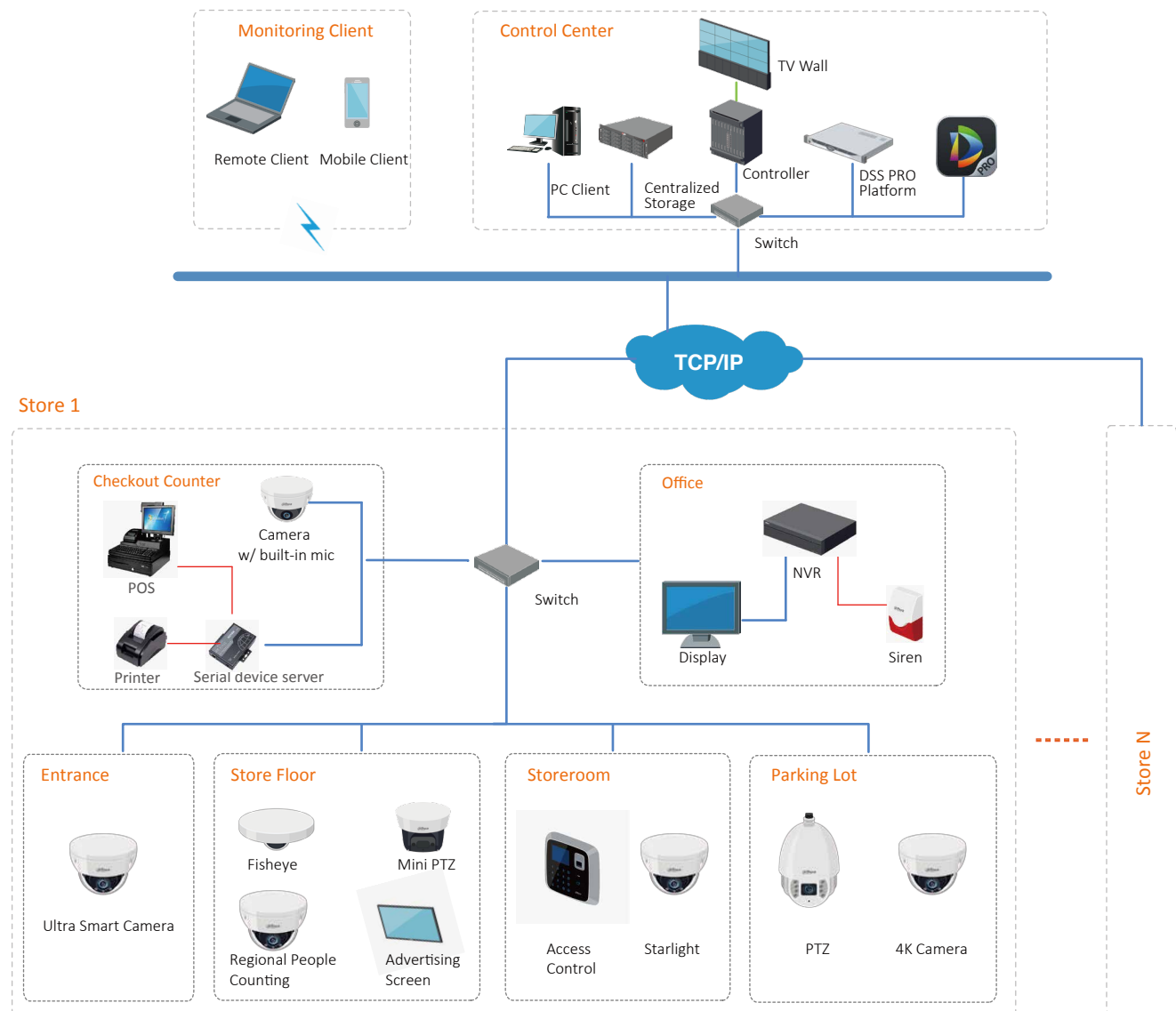4K Ultra HD Resolution (3840 x 2160P)

HD Resolution (1980 x 1080P)

SYSTEM STRUCTURE

Basic Solution

Network camera

POS Integration

Workstation

NVR Server

Remote Client

DETAILED SYSTEM

Monitoring Client

Remote Client   Mobile Client

Control Center

TV Wall

PC Client   Centralized Storage   Controller   DSS PRO Platform

Switch

TCP/IP

Store 1

Checkout Counter

Camera w/ built-in mic

POS

Printer   Serial device server

Switch

Office

NVR

Display   Siren

Entrance

Ultra Smart Camera

Store Floor

Fisheye   Mini PTZ

Regional People Counting   Advertising Screen

Storeroom

Access Control   Starlight

Parking Lot

PTZ   4K Camera

Store N

PRODUCT SELECTION

DH-IPC-HDBW8231E-Z

- 1/2.8" 2MP progressive scan STARVIS™ CMOS
- H.265 & H.264 triple-stream encoding
- 50/60fps@1080P(1920×1080)
- WDR(140dB), Day/Night(ICR), 3DNR,AWB,AGC,BLC
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- 2.7mm ~12mm motorized lens
- Max. IR LEDs Length 50m
- Micro SD memory, IP67 ,IK10, PoE

DH-IPC-EBW81230

- 1/1.7" 12MP progressive scan STARVIS™ CMOS
- H.264 & MJPEG dual-stream encoding
- Max 20fps@12MP (4000x3000), 25/30fps@4K
- Multiple Correction Modes: Original ,Panoramic, Double Panoramic, 1+3, Eptz, 4 pictures
- DWDR, Day/Night(ICR), 3DNR,ROI, AWB, AGC, BLC
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- Max. IR LEDs Length 50m
- 1/1 Audio in/out(Built in Mic)
- Micro SD memory,IP67,IK10,PoE

DH-SD52C225U-HNI

- 1/2.8" 2MP STARVIS™ CMOS
- Powerful 25x optical zoom
- H.265 Encoding
- Starlight technology
- Max. 50/60fps@1080P, 25/30/50/60fps@720P
- Auto-tracking and IVS
- Support PoE+
- IK10

DH-IPC-HUM8230

- 1/2.8" 2MP progressive scan STARVIS™ CMOS
- H.265&H.264 triple-stream encoding
- 25/30fps@1080P(1920×1080)
- Day/Night(Electronic), 3DNR,AWB,AGC,BLC
- Smart detection
- 2.8mm Pinhole Lens
- Micro SD memory, PoE

DH-IPC-EB5500

- 1/3" 5MP progressive scan CMOS
- H.264 & MJPEG dual-stream encoding
- Max 12fps@5M(2560× 1920), 25/30fps@UXGA
- Day/Night(Electronic), 3DNR, AWB,AGC,BLC
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- 1.42mm fixed lens
- Micro SD memory, IK10, PoE

DH-SD22204T-GN

- 1/2.7" 2MP CMOS
- Powerful 4x optical zoom
- Support Triple-streams encoding
- WDR, Day/Night(ICR), Ultra DNR
- Max. 25/30fps@1080P, 25/30/50/60fps@720P
- IVS
- Support PoE
- Max 100°/s pan speed
- IP66, IK10

PRODUCT SELECTION

DH-IPC-HDW4231EM-AS

- 1/2.8" 2MP progressive scan STARVIS™ CMOS
- H.265&H.264 triple-stream encoding
- 50/60fps@1080P(1920×1080)
- Smart detection supported
- WDR(120dB), Day/Night(ICR), 3DNR,AWB,AGC,BLC
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- 3.6mm fixed lens (2.8mm,6mm optional)
- Built-in Mic
- Max. IR LEDs Length 50m
- Micro SD memory, IP67, PoE

DH-IPC-HDBW4231F-AS

- 1/2.8" 2MP progressive scan STARVIS™ CMOS
- H.265&H.264 triple-steam encoding
- 50/60fps@2M(1920×1080)
- Smart Detection supported
- WDR(120dB), Day/Night(ICR), 3DNR,AWB,AGC,BLC,
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- 3.6mm fixed lens (2.8mm, 6mm optional)
- Max. IR LEDs Length 20m
- Micro SD memory, IP67, IK10, PoE

DH-IPC-HDBW4231E-MPC

- 1/2.8" 2Pl progressive scan STARVIS™ CMOS
- H.265&H.264 triple-stream encoding
- 50/60fps@1080P(1920×1080)
- People counting
- WDR(120dB), Day/Night(ICR), 3DNR,AWB,AGC,BLC
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- 3.6mm fixed lens (2.8mm, 6mm optional)
- 1/1 Alarm in/out, 1/1 audio in/out
- Max. IR LEDs Length 30m
- Micro SD memory, IP67, IK10, PoE

DH-IPC-HFW81230E-Z

- 1/1.7" 12MP progressive scan CMOS
- H.265&H.264 triple-stream encoding
- 20fps@12M(4000×3000),25/30fps@4K(3840×2160)
- DWDR, Day/Night(ICR), 3DNR,AWB,AGC,BLC
- Multiple network monitoring: Web viewer, CMS(DSS/PSS) & DMSS
- 4.1mm ~16.4mm motorized lens
- Max. IR LEDs Length 50m
- Micro SD memory,IP67,IK10,PoE

DH-SD59230U-HNI

- 1/2.8" 2MP STARVIS™ CMOS
- Powerful 30x optical zoom
- Starlight technology
- H.265 Encoding
- Max. 50/60fps@1080P, 25/30/50/60fps@720P
- Auto-tracking and IVS(Optional)
- Support PoE+
- IR distance up to 150m
- IP66 ingress protection

LDH43-LAI200

- Industrial design, metal housing makes the device wearable and anti-magnetic, protective glass design and painting process make the device body smooth, dustproof and anti-crash
- Various play formats, support video, picture, text, audio and other multimedia information display, made for advertising industry
- Remote device management, support remote timing switch, adjust volume, synchronize the time of terminal, screen shot, remote upgrade

PRODUCT SELECTION

ASI1212A(V2) / -D(V2)

- Touch keyboard and LCD display
- Supports 30,000 valid cards & 150,000 records
- Supports card, password, fingerprint and combination
- Door time out alarm, intrusion alarm, duress alarm and tamper alarm
- Anti-pass back, multi-card open
- Software attendance
- Supports 128 efficient time and holiday schedules
- Watch dog function ensure device free from halting

DSS Professional

- Based on Windows OS.
- New design interface, make DSS easier to use.
High Compatibility
- Dahua's devices included: network camera, network speed dome, NVR, DVR, etc.
- Connect third-party devices via standard ONVIF protocol

PFS4226-24ET-240

- Layer 2 management PoE switch
- PoE budget: 240W
- Supports PoE, PoE+, Hi-PoE
- 250 meters long distance PoE transmission
- PoE management, PoE Setting/Event Statistics/Green PoE
- Search and upgrade via ConfigTool
- High lightning protection design
- Non-blocking video transmission

PFM885-I

- Use the high-performance 802.11n 2x2 MIMO chip, and the highest rate can achieve 300Mbps
- Supports auto ranging function, real time display straight line distance between client and base station
- Supports device auto reboot function
- Customize the work mode, which will be convenient for the wireless laypeople to use quickly
- Use the wireless multimedia optimization shaping technology, which ensures the stability of the video and flow transmission.

HC-103

- 105dB/m
- 200 flashes /minite
- DC9-15V, 300mA

DHI-NVR5208-8P-4KS2

- H.265/H.264/MJPEG/MPEG4 codec decoding
- Max 320Mbps incoming bandwidth
- Up to 12Mp resolution preview&playback
- HDMI/VGA simultaneous video output
- 3D intelligent positioning with Dahua PTZ camera

PRODUCT OVERVIEW

Product	Entrance	Store Floor	Checkout Counter	Storeroom	Office	Parking Lot
DH-IPC-HDBW8231E-ZH-S2	●					
DH-IPC-EBW81230		●				
DH-IPC-EB5500		●		●		
DH-IPC-HDBW4231F-AS-S2		●	●	●		
DH-IPC-HDBW4231E-MPC		●				
DH-IPC-HFW4831E-ASE						●
DH-SD59230U-HNI						●
DH-SD52C225U-HNI		●				
DHI-NVR5208-8P-4KS2					●	
LDH43-LAI200		●				
ASI1212A(V2)/-D(V2)				●		
PFS4226-24ET-240					●	
PFM885-I		●				
HC-103					●	
DSS Professional					●	

SUCCESS STORIES

Shop N Save Market, Fiji

Dahua provided shop n save with a customized system including dome cameras, bullet cameras, and NVRs. IR domes were installed at the entrances and exits, and the sales floor to prevent crime. IR bullet cameras were installed at the cash counter and were integrated with the POS system to record transactional details along with video.

Tanishq Jewelry Store, Nagpur, India

The Tanishq Jewelry Store was equipped with a full range of Dahua cameras and DVRs along with PSS and DMSS management software. The store was protected with advanced technology that records superb images and Tanishq officials were highly satisfied.

LuLu Hypermarket, Muscat, Oman

LULU Hypermarket is the largest shopping mall in Oman, located in Muscat. Dahua's HDCVI cameras were installed both inside and outside of the mall, as well as in the parking lot. Dahua also provided central storage devices, control center devices and DSS management platform to secure the Hypermarket.

Heron City shopping Mall, Barcelona, Spain

The shopping mall was fitted with a PoE and NVR solution consisting of IR bullet cameras, as well as dome and eyeball cameras to fit various needs both indoors and outdoors, at entrances and exits, at the cash register, and in parking lots. The PoE NVR saves time and supports 8-ch 1080P playback.