Integrated Video Analytics Solution
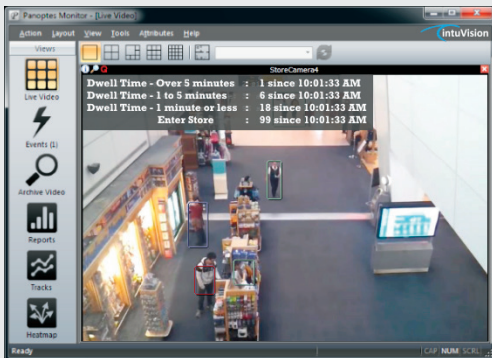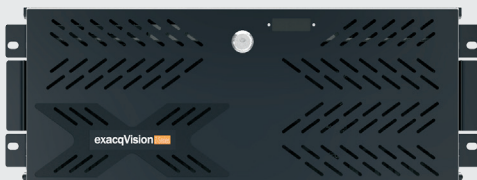## IntuVision and Exacq Technologies

intuVision exacqVision integration

exacqVision Z-Series NVR

exacqVision ®
professional

About the Company
- Luxury retailer specializing in leather, lifestyle accessories, perfumery, and luxury goods
- Founded in 1837
- Locations around the world
- Employs more than 10,000 people worldwide

Challenge
An internationally known, high-end retailer wanted a solution that would integrate a video surveillance system and video analytics into one easy-to-manage system. They tested several competing systems in their highest trafficked store in Los Angeles, California on Rodeo Drive. Their goals for the test included an accurate people counting system, easy-to-use video management system and a server that could handle all the systems without requiring additional expenses and maintenance. After 90 days of testing, they decided on the exacqVision and intuVision solution.

Solution
As a result of the test, the retailer installed 15 exacqVision Z-Series network video recorders (NVRs) integrated with intuVision video analytics throughout their stores worldwide. Since the intuVision solution is listed by Exacq as a CSA (Certified Software Application), it can be directly installed on the Z-Series recorder without the need for additional computers servers to run the analytic software.

"We invested in a better server to run all of our applications including intuVision Video Analytics on one NVR," said the Director of Loss Prevention. "The exacqVision recorders saved us additional hardware and maintenance expenses."

Additionally, the exacqVision Z-Series allowed them to connect up to 128 of their Axis IP cameras per recorder. The storage capacity on the recorders enables them to store many days of video. With the high performance, reliability and capacity, the exacqVision Z-Series recorders delivered the power and speed needed to successfully conduct the video surveillance and run the intuVision video analytics software.

The exacqVision Professional video management system (VMS) software allows company associates to easily monitor video to protect store merchandise, customers and employees. The Director of Loss Prevention can deply the freely distributed cross-platform client and web browser client to hundreds of users simultaneously.

Store employees control the PTZ cameras within the exacqVision client to better investigate events and create optimal store views. For example, without a gate around the perimeter of the stores, they can easily monitor and view

activity outside of the facility at night from the exacqVision client or mobile app. If someone is outside the building after hours, they can easily search the video to find evidence of who it is and what happened. Additionally, they have set up soft triggers in the exacqVision software to alert them of specific defined events and record video when those take place.

exacqVision simplified simple operator tasks like searching for video evidence. Store associates easily conduct investigations when needed with the powerful exacqVision thumbnail and timeline search capabilities. The intuitive features of exacqVision provide an easy system to quickly find the necessary video from every aspect of the business from the construction on the building to in-store security.

The seamless integration between intuVision video analytics and exacqVision VMS software makes it possible to use a wide range of video analytic rules on any camera for both security and business intelligence purposes. This retail company uses intuVision video analytics to count people entering their stores as well as to detect people loitering after hours. intuVision video analytics has provided the retail stores with 98% accuracy in counting customer traffic throughout their stores. The intelligent features within the intuVision and exacqVision system provided detail and a high level of accuracy to analyze video footage and collect better business data.

"intuVision video analytics gave us accurate counts of customer entry and exits without the need for a dedicated camera over the door," said the Director of Loss Prevention. *"Competing products we tested required using a dedicated camera to conduct people counting and still had problems with groups of people coming in at the same time."*

intuVision video analytics provides additional intuitive statistical information on people's activities in the stores and keeps hourly logs of how many customers have entered and exited a store. Additionally, they can count how many cars come in and out of their parking lots and monitor the perimeter of the building. These statistics are used to measure and report on sales to improve on the overall sales.

Results
The exacqVision and intuVision integrated solution improves all aspects of their business. By having the video analytics integrated into the VMS software, they have accurate business intelligence data to provide to their operations and sales teams to use to drive more store traffic and adjust store promotions based on the metrics provided.

Equipment-at-a-Glance:
Hardware:
- 15 exacqVision Z-Series NVRs
- 450 Axis IP cameras

Software:
- exacqVision Professional VMS Software
- intuVision video analytics version 6.3

Benefits:
- All-in-one solution
- Improves store operations and sales revenue
- Reliable operation with no maintenance
- Saves time and money

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