

The background of the page is a blurred photograph of a retail store interior. Two people are walking away from the camera, carrying shopping bags. The floor is highly reflective, and the walls are made of glass and metal. The overall color palette is cool, with blues and greys, accented by a bright orange bag.

Advanced Security  
Solutions for the  
**Retail Industry**

Innovative **Solutions**

Enterprise-wide visibility is an absolute must for today's top retailers worldwide. True visibility empowers you to improve business processes, including distribution, operations, merchandising, safety and audit. At Genetec, we understand your needs and build our pioneering IP security solutions around them. Our open-architecture platform integrates video and data to provide superior visibility into every corner of your enterprise. This intelligence lets you monitor supply chain flow, streamline operations, enhance merchandising and protect your customers, employees, property and profits.



**Stay one step ahead.** Genetec's Security Center is a leading unified security platform. It seamlessly merges our IP license plate recognition (LPR), video surveillance and access control systems into one innovative solution. The Security Center is packed with powerful features yet employs a simple and efficient user interface.

This combination of power and simplicity creates one of the most advanced unified security platforms available today. The result? Now you can cost-effectively manage multiple security and safety systems, regardless of your organization's size, locations or complexity.

Experience the  
power of unified  
security



Our user-friendly LPR system accurately reads plates from virtually any country in both fixed and mobile applications.



Our best-in-class IP video surveillance solution enhances your operational efficiency. Omnicast readily manages digital video, audio and metadata across your IP network.



Synergis is one of the world's most intuitive IP access control solutions. It offers advanced end-to-end IP connectivity, from your access control reader to your workstation.

## We understand your security and safety needs

### Retail

Ensuring the security of your retail organization means protecting your customers, staff and assets, while benefitting from complete visibility of your sales floor, point-of-sale (POS), receiving doors, distribution centers and parking facilities.

### In-Store

- Ensure integrated surveillance of POS and cash-handling areas
- Manage access to restricted areas and locked displays
- Protect customers and employees
- Verify fire, intrusion and electronic article surveillance (EAS) event alarms using video

### Back Office and Warehouse

- Protect employees and prevent theft
- Safeguard assets and equipment
- Monitor productivity and safety
- Track time and attendance through access control

### Parking and Outdoor Premises

- Identify suspicious vehicles
- Ensure entry and exit point security
- Protect assets and buildings
- Monitor merchandise delivery

## Our innovative, unified solutions deliver indispensable benefits

Identify internal and external shrinkage

Protect customers and employees

Increase sharing and reliability of information

Monitor multiple stores from a single station

Leverage existing analog hardware investments

Identify suspicious point-of-sale transactions

Provide remote access to archived video and data

Integrate video with access control, intrusion alarms and EAS systems



### Unrestricted System Growth

Setting new standards in scalability, the Security Center manages systems of any size. Whether combined or implemented individually, our solutions keep pace with your business growth. For large stores, the Security Center's Map feature lets you pinpoint cameras for time-sensitive video demands and increased efficiency.

### Improved Critical Response Time

Since response time is crucial to prevent theft, the Security Center lets you customize and pre-program highly sophisticated event/alarm procedures, reports and searches. It indexes and examines data from multiple sources, including POS, access control, intrusion alarms, EAS and LPR systems. This unified source of security information automatically alerts you when incidents are under way.

### Unified for Greater Efficiency

With our unified security platform, you can manage all of your security, building and retail systems from one interface. This intuitive interface also enables your security team to move through powerful yet user-friendly applications, increasing overall productivity and efficiency. Our technologically advanced solutions are rapidly installed, configured and deployed, minimizing downtime.

### Remote Verification of Incidents

IP-based functionality gives our full suite of security solutions the advantages of network capability such as remote access. You benefit from increased visibility of your premises as operators monitor an unlimited number of cameras from multiple stores through a single secure network connection.

### Infrastructure and Hardware Freedom

Our full suite of security solutions' open-platform architecture enables you to choose best-of-breed IP cameras, encoders and storage based on your needs and budget. This architecture allows you to leverage your existing network infrastructures or hardware investments to optimize available network bandwidth and reduce your system upgrade costs.

### Effective Information Sharing

Providing third-party or law enforcement authorities with access to your video system information enhances the response to critical events. The Security Center allows you to easily share security data and live video streams with independent organizations across geographies and time zones.

### Complete System Reliability

The Security Center supports failover options to ensure unrestricted 24/7 access to live and stored data and video at all times. Whether for POS viewing or all store cameras, the failover archiver automatically performs a failed component's functions while maintaining data integrity.

### Automatic Vehicle Identification

Delivering the highest level of accuracy, AutoVu secures a facility's entry and exit points, reading vehicle plates at speeds of up to 140 MPH (225 km/h). Its sophisticated intelligence lets you monitor and analyze the behaviour of parking lot users to identify company vehicles, employees or detect vehicles involved in organized retail theft (ORT).

**Why Choose Genetec?** We are one of the leading IP security platform developers. In 1997, we pioneered the first fully IP-based open architecture security system. Our enterprise networked solutions have been shaping security management worldwide ever since.

Today our engineers continue to push back the technological boundaries in physical security and safety solutions. In turn you benefit from the industry's most advanced technology. This includes our groundbreaking unified security platform. The Security Center lowers your total cost of ownership while delivering superior reliability and investigation and response efficiency.

With a global sales presence and loyal partners worldwide, we are there when you need us. Bottom line – we love what we do, which fuels our creativity, innovation and passion for doing it well.

"We wanted to invest in the future-proof platform that would adapt with us as our business needs grow. In the future, we have plans to integrate Omnicast with other applications, such as video analytics, point-of-sale systems and access control, and we have the ability to do that. Knowing that my investment is protected is critically important to me."

**Charles Delgado**

Vice President of Asset Protection  
BJ's Wholesale Club  
Massachusetts, USA

"With Genetec solutions we were able to drastically reduce our installation costs. Our new system was able to function off the existing IT infrastructure and we were able to keep a lot of our existing hardware investments. As owners and operators of some of the largest shopping complexes in the world, we really appreciated the fact that our Genetec solution has given us the freedom of growing our system to a very large number of cameras, and at our own pace."

**Joseph Schuldhaus**

V.P. Information Technology  
West Edmonton Mall / Mall of America  
Alberta, Canada

**About Genetec**

Genetec is a pioneer in the physical security and public safety industry and a global provider of world-class IP license plate recognition (LPR), video surveillance and access control solutions to markets such as transportation, education, retail, gaming, government and more. With sales offices and partnerships around the world, Genetec has established itself as the leader in innovative networked solutions by employing a high level of flexibility and forward-thinking principles into the development of its core technology and business solutions. Genetec's corporate culture is an extension of these very same principles, encouraging a dynamic and innovative workforce that is dedicated to the development of cutting-edge solutions and to exceptional customer care. For more information, [genetec.com](http://genetec.com).

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