



ONE PLATFORM FOR REAL-TIME SECURITY AND CUSTOMER INSIGHTS

- Marketing ›
- Loss Prevention ›
- Store Operations ›

3VR by Identiv's Customer Insight products generate incredible value for brick-and-mortar retailers by transforming raw data from surveillance video into real-time, actionable insights.

VisionPoint™ Dashboard

Understand Your Customers.

3VR uses industry-leading video-mining technology to allow retailers to optimize operations by responding quickly to customer needs and market trends. Through an interactive dashboard, merchants can harness real-time in-store analytics to create a personalized, omni-channel experience, capturing shopper interest at every touchpoint. Video data is enhanced by putting it in context with other data sources such as POS, inventory or RFID for the most complete picture for dynamic decision-making.



Track

Track vital store data in one place and match against your goals.

Segment

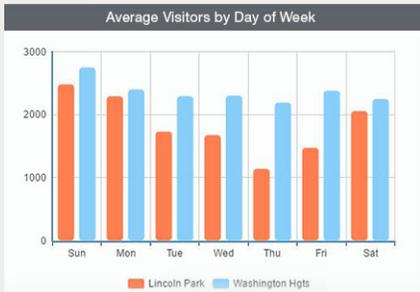
Use insights gained from real-time data to segment your audiences and products.

Target

Set indicators to monitor the status of your goals, and minimize risks and surprises.

Compare

Compare reports from multiple stores or sets of data to identify differentiators and opportunities.



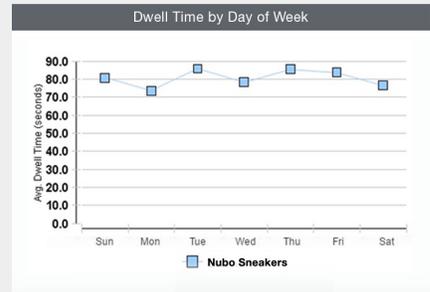
TRAFFIC

Know when your customers visit your store.



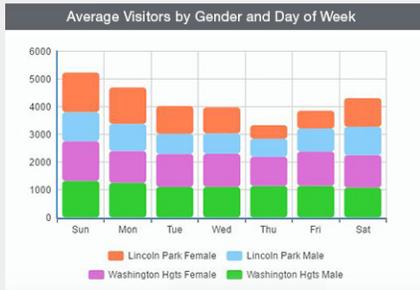
HEATMAP

Know where to place your product and where traffic jams occur.



DWELL ANALYSIS

Understand how long customers dwell at end caps and display walls and tables.



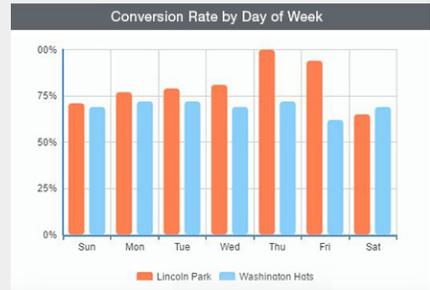
DEMOGRAPHIC

Understand who your customers are by age and gender.



DIRECTIONAL HEATMAP

Know how your customers move through the store to effectively manage store layout and to make better merchandising decisions.



CONVERSION RATE

Know the sales and campaign effectiveness and changes through real-time feedback.

VisionPoint™ VMS (Video Management System)

Multiple Solutions, One System.

When you invest in 3VR, you invest in an award-winning system that provides actionable data for Marketing, Store Operations and Loss Prevention (LP). 3VR VisionPoint VMS is an intuitive video management system with a revolutionary search engine and leading LP and crime investigation tools. Connected to millions of security cameras worldwide, 3VR is a powerful, best-of-breed solution that delivers proven ROI and real reductions in shrink for countless retailers.



Forensic Search for Fast Investigations

Revolutionary search engine cuts reviewing of video from hours to minutes.

POS Integration for Better Employee Theft Detection

3VR search capabilities and POS integration allow you to search for faces, employee numbers, and transaction and receipt data.

Video Analytics Help Deter Repeat Shoplifters

Stop shoplifters by combining face and license plate recognition, object tracking and other analytics.

Case Management for Efficient Investigations

Effortlessly compile investigations and access associated video in an easy-to-manage file for speedy case building and resolution.



3VR Traffic Counting Sensor

Count Store Traffic with Accuracy and Reliability.

3VR's Traffic Counting Sensor reliably detects how many people enter or leave a store. Even under changing lighting conditions and shadows, 3VR's Traffic Counting Sensor achieves a high level of accuracy. Based on 3D imaging technology, 3VR's Traffic Counting Sensor can record any number of people simultaneously. The counting remains accurate, regardless of the number of people.



VisionPoint™ Queue Management

Reduce Wait Times, Increase POS Transactions.

Store managers can improve sales performance and customer satisfaction with 3VR's powerful Queue Management application. Monitor customer lines and cashier availability at registers through a simple notification interface, and dramatically reduce wait times. Additionally, managers can gain insights using 3VR's Average Wait Time, Average Queue Size, and Queue Flow Rate analysis.



VisionPoint™ Digital Signage Software

Target the Right Ads to the Right Audience.

Digital signage is an important medium for advertising in stores. Increase exposure time and drive better POS results with 3VR's Digital Signage Analytics. The 3VR solution analyzes in-store camera data in real time, determines viewers' age and gender, and delivers targeted ads to the right audience. Retail marketers can test strategies and find out which ads deliver the best results.

10 Things You Didn't Know In-Store Cameras Can Do

Your surveillance video contains a wealth of information about your customers and store operations, which you can harness to achieve your goals. Armed with data at your fingertips, you can react to changes in customer demand. In real time.

How long do your customers watch an item before they make a move?

Who is walking into your store?

Who is buying what in your store?

How much does your customer spend?

How long does your customer stay in the store?

What is the traffic flow of your customer?

What are the age and gender of your customers?

How long does your customer wait in line before being helped?

How many people visited your store in the last hour?

How many times does your customer visit your store over a period of time?



Want to find out how our Customer Insights for Marketing, Loss Prevention, and Store Operations can help you? Contact retail@3VR.com or 877-387-6061 to schedule a demo.

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