



Smart Retail Solution

Data-driven agility for smarter retail experiences

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HIKVISION®

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Who We Are

Leading the future of AIoT

Hikvision is committed to serving various industries through its cutting-edge technologies of machine perception, artificial intelligence, and big data, leading the future of AIoT.

Global Coverage

-  **4 Regions:**
Pan Asia Pacific, Pan Europe, Middle East and Africa, Americas
-  **90+**
Subsidiaries and branch offices outside the Chinese mainland (2024)
-  **\$ 4.5 billion**
Overseas revenue in 2024, accounting for about 1/3 of the total revenue
-  **10%+**
Overseas revenue growth in 2024

R&D Investments

-  **Almost 1/2**
of employees are **R&D Engineers & Technicians**
-  **Over 12%**
of annual revenue invested in R&D (2024); nearly **USD 6.7 billion** invested in R&D over the 5 years
-  **12,000+**
Patents (2024)

Our Products

Front-end Products



Back-end Products



Networking Products



Access Control



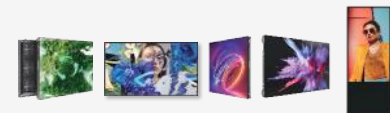
Portable Enforcement



Onboard Security



Commercial Display



Audio & Sensing



E&E and Parking



How the Retail Industry Has Evolved in the Digital Age?

The retail industry is shifting from fragmented operations to unified intelligence ecosystems. Solutions by Hikvision assist this shift by integrating video analytics and data to provide two main benefits:

- **Real-time responsiveness:** Interconnected systems empower retailers to make immediate operational adjustments.
- **Data-driven decision-making:** The fusion of physical and digital insights enables smarter, more precise strategies.

Hikvision's retail solutions focus on optimizing staff workflows, personalizing customer journeys, and accelerating the digital transformation of traditional stores.





Smart Retail Solution Overview

Central Management

Network connection: Quick deployment across business units.
Device monitoring: Real-time device health monitoring via HikCentral dashboard.
Instant alerts: Pop-up alerts for detected events.

Store Audit

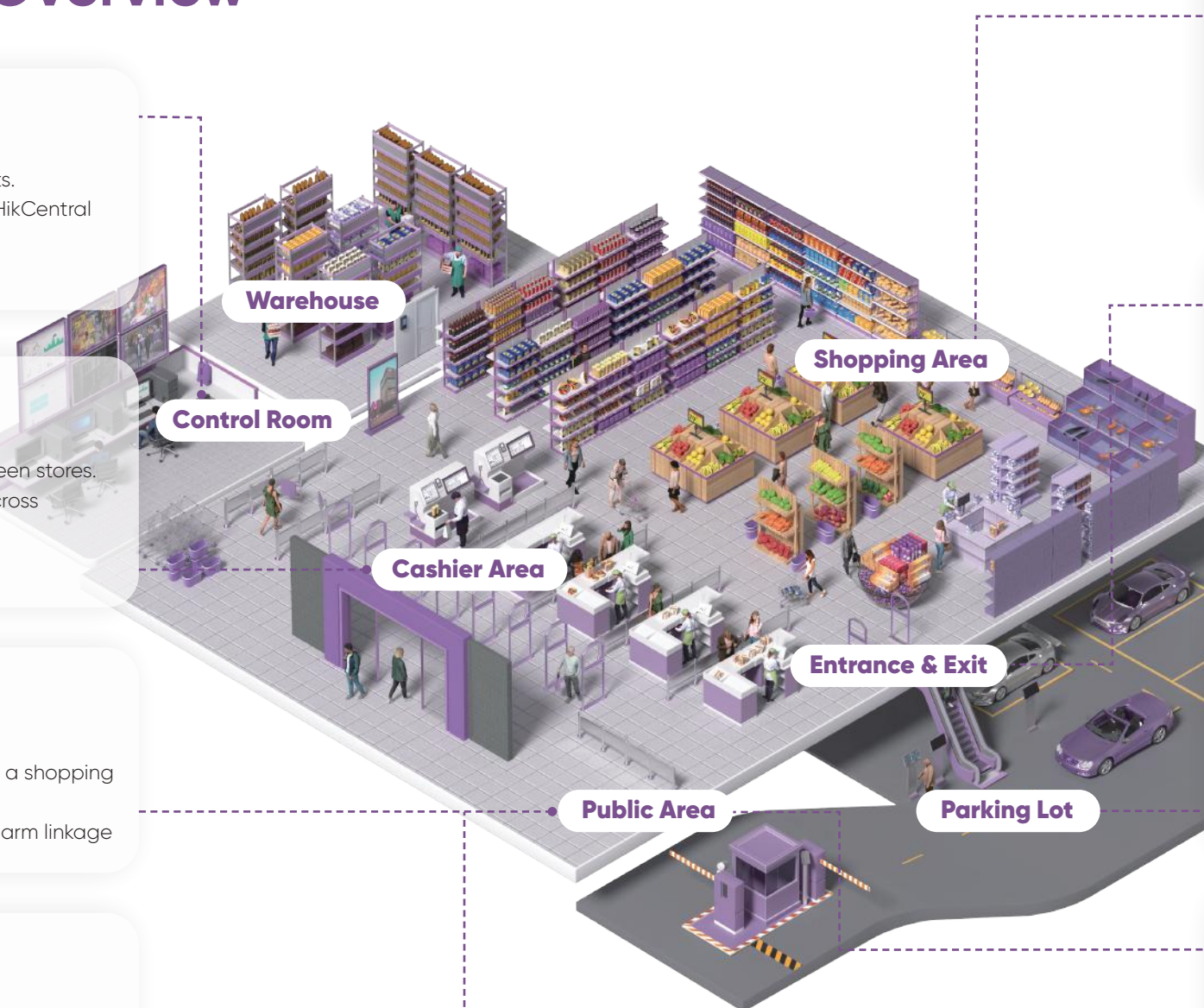
Remote auditing: Reduce paperwork and travel costs between stores.
Process standardization: Ensure visibility and consistency across operations.
Quick inspections: Real-time incident resolution.

Commercial Audio

Commercial ads: Provide promotion information and create a shopping atmosphere
Public broadcast: Emergency notice, two-way audio and alarm linkage

Commercial Display

Engaging contents: Showcase dynamic visuals to keep shoppers interested.
Enhanced experience: Create an immersive in-store vibe to boost sales.



In-Store Business Intelligence

Efficient data usage: Capture customer flow and other offline data, and transform them into actionable insights.
Optimized operation: Enhance store efficiency and data-driven decision-making.

Loss Prevention

Goods safety: Safeguard inventory from theft or damage.
Staff protection: Ensure the safety of your employees.
Customer safety: Create a secure shopping experience for customers.

Parking Management

Parking convenience: Light indicators guide to vacant spots; inquiry machines to find cars.
Seamless access: Flexible entry/exit, multiple credentials, and payment options.
Strategy optimization: Use parking lot usage data to create tailored plans that maximize efficiency and profits.

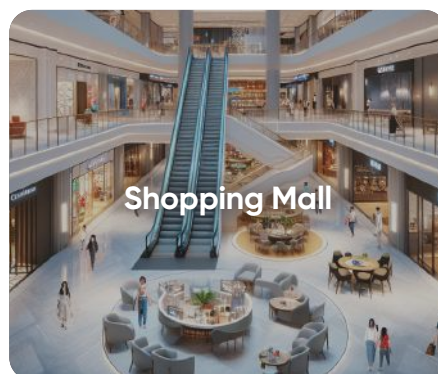
Portable Monitoring

Evidence collection: Record disputes and complaints promptly for resolution
Evidence management: Save and tag evidence centrally for future review and reporting

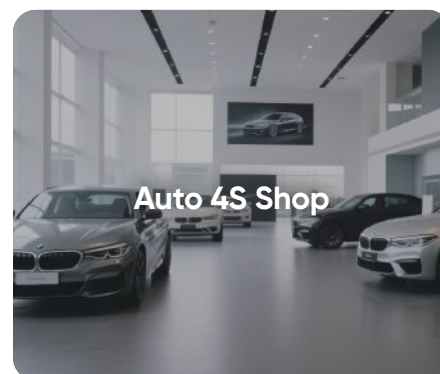
+More



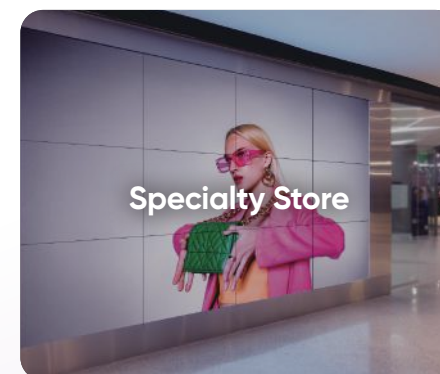
Supermarket



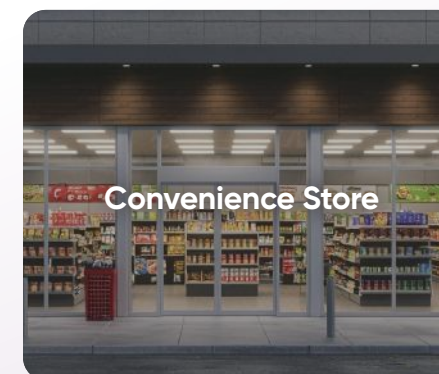
Shopping Mall



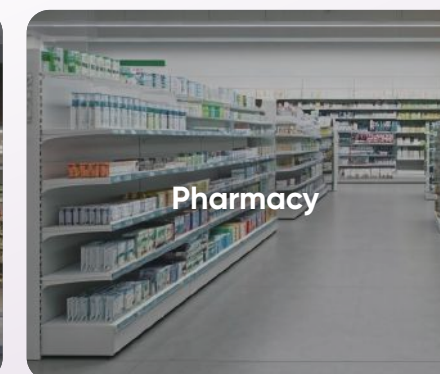
Auto 4S Shop



Specialty Store



Convenience Store



Pharmacy

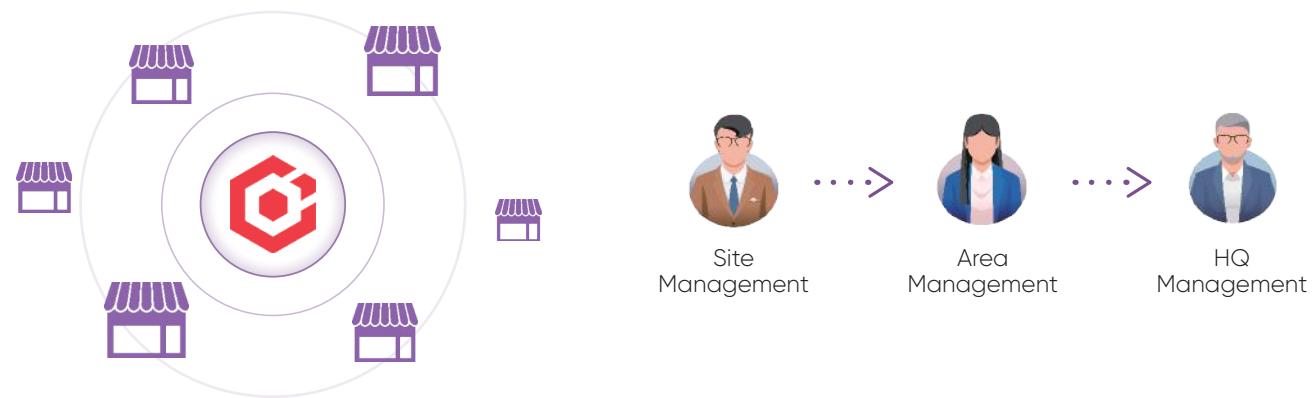


Central Management

As you grow your store networks, embracing central management solutions is essential for streamlining operations.

Hikcentral Professional is an all-in-one management platform that seamlessly connects and manages various Hikvision hardware products. This tool empowers you to effortlessly access and manage your systems, making your multi-location management more efficient.

Connect your stores and staff

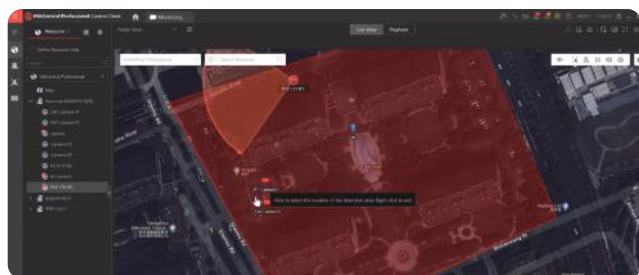


Security monitoring

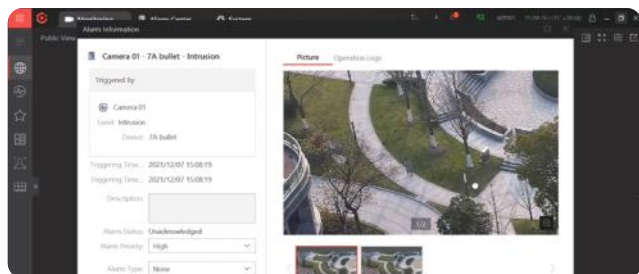
Monitor the health of in-store security systems and automate routine inspections. Ensure optimal performance and fast issue detection via proactive monitoring and scheduled diagnostics.



Visualized map for key areas



Timely alarm response



Visualized maintenance



Exception monitoring

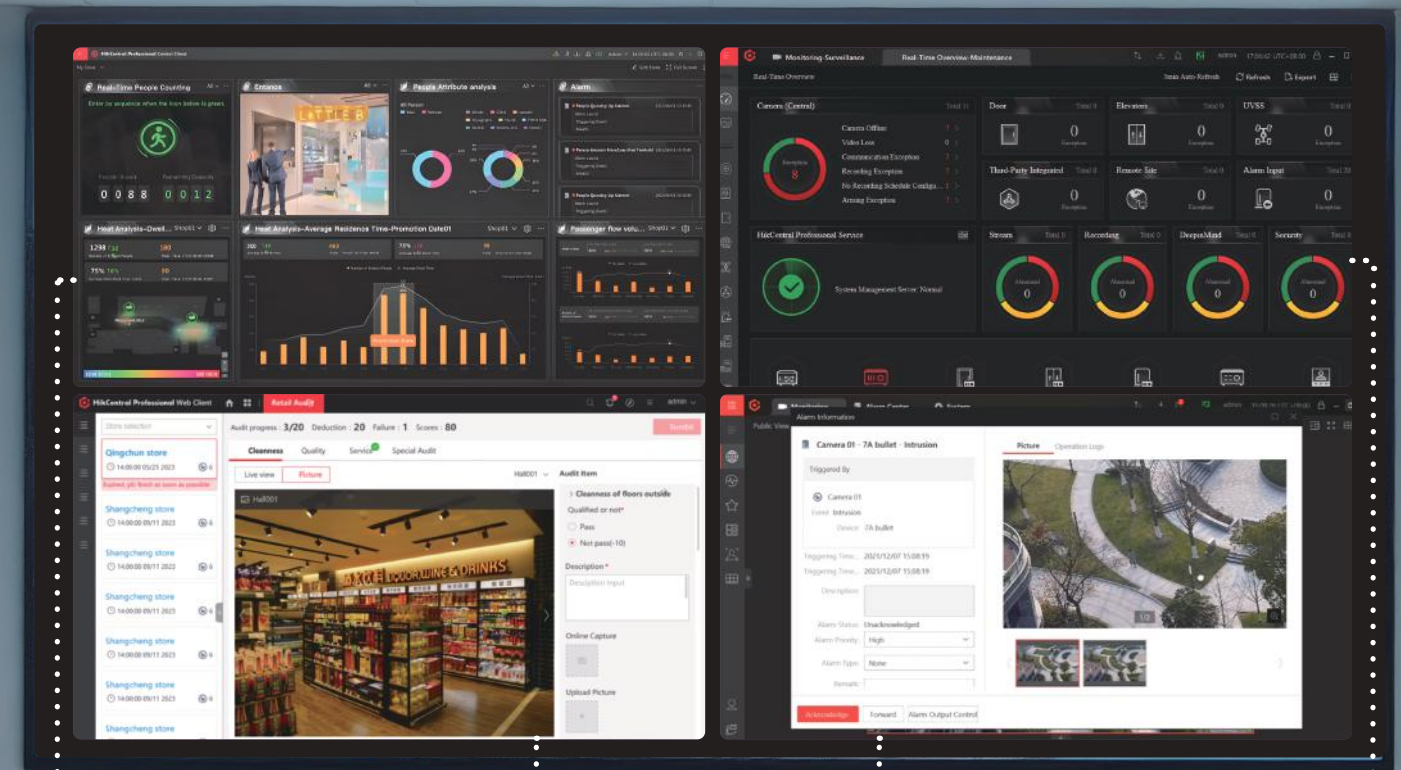


Proactive inspection



Video wall management

The smart video wall system enables flexible display of real-time live views, alarms, system status, and dashboards in one interface.



Operation data dashboard

Centralized display of diverse business intelligence data

Remote audit

Inspection from remote locations

Alarm handling

Real-time alarm verification via video

Health monitoring

Visualized system/device status briefing



Remote Audit

Hikvision's remote audit solution streamlines daily inspections with standardized workflows, ensuring efficiency, consistency, and no geographical limits for multi-location operations.

Why remote inspection is more effective & efficient?

On-site manual inspection

- ✗ **Fragmented info:** Key details lost in chats
- ✗ **Slow tracking:** Reliance on manual updates
- ✗ **Lack of data analysis:** No auto-generated reports

Remote quick inspection

- ✓ **Simple setup:** No hierarchies
- ✓ **Efficient:** Finish store inspection in 5 mins
- ✓ **Random checks:** Catch real issues anytime

Remote scheduled inspection

- ✓ **Clear process:** Track issues from start to finish
- ✓ **Collaborative:** Standardized steps for everyone
- ✓ **Smart decisions:** Get stats and reports instantly

Quick inspection Streamline processes, save time

On-site devices repurposed

HCP video inspection module

Quickly select channels for random inspection

AI inspection Smarter store operation

Bread shelf vacancy detection

Fruit & vegetables vacancy detection

Kitchen standard outfit detection

Scheduled inspection Clear insights, actionable data

Area managers Establish SOP

Schedule example

- Inspection Frequency: Weekly
- Task Start Time: Every Monday and Tuesday at 09:00
- Task Expiry Time: 1 day
- Schedule Start Date: 2024/07/09
- Schedule End Date: 2025/07/09

Store managers Execute inspection

OR

- 1. Are the shelves neat and clean? ☒ ☐
- 2. Is the product quantity sufficient? ☒ ☐

Submit

Store staff Handle issues

Issue: Boxes on the floor

Handling: Already cleaned

Return Pass

Decision makers Check reports

- 1 Area & store performance: Rankings by inspection results
- 2 Employee performance: Progress of inspectors & handlers
- 3 Issue distribution analysis



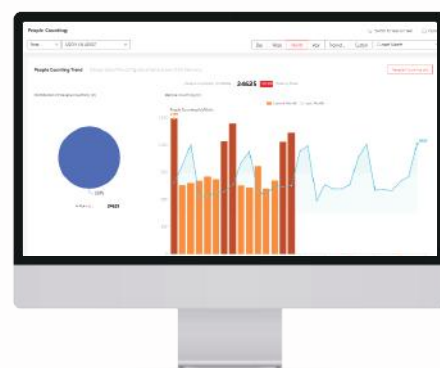
In-Store Business Intelligence

Hikvision's intelligent cameras capture metrics such as customer traffic, heatmaps, and queue patterns, while its integrated HCP-BI platform efficiently converts raw data into actionable insights, driving performance optimization and strategic decision-making.

Valid customer traffic



Eliminate duplicate entries and gain precise insights into actual customer footfall.



Visitors: 58
Staff Traffic: 25
Repeated Customer Traffic: 4
Valid Customer Traffic: 29

Walk-in rate

Measure and validate the impact of outdoor displays and window installations on driving customer walk-ins, providing actionable insights to optimize visual marketing strategies.

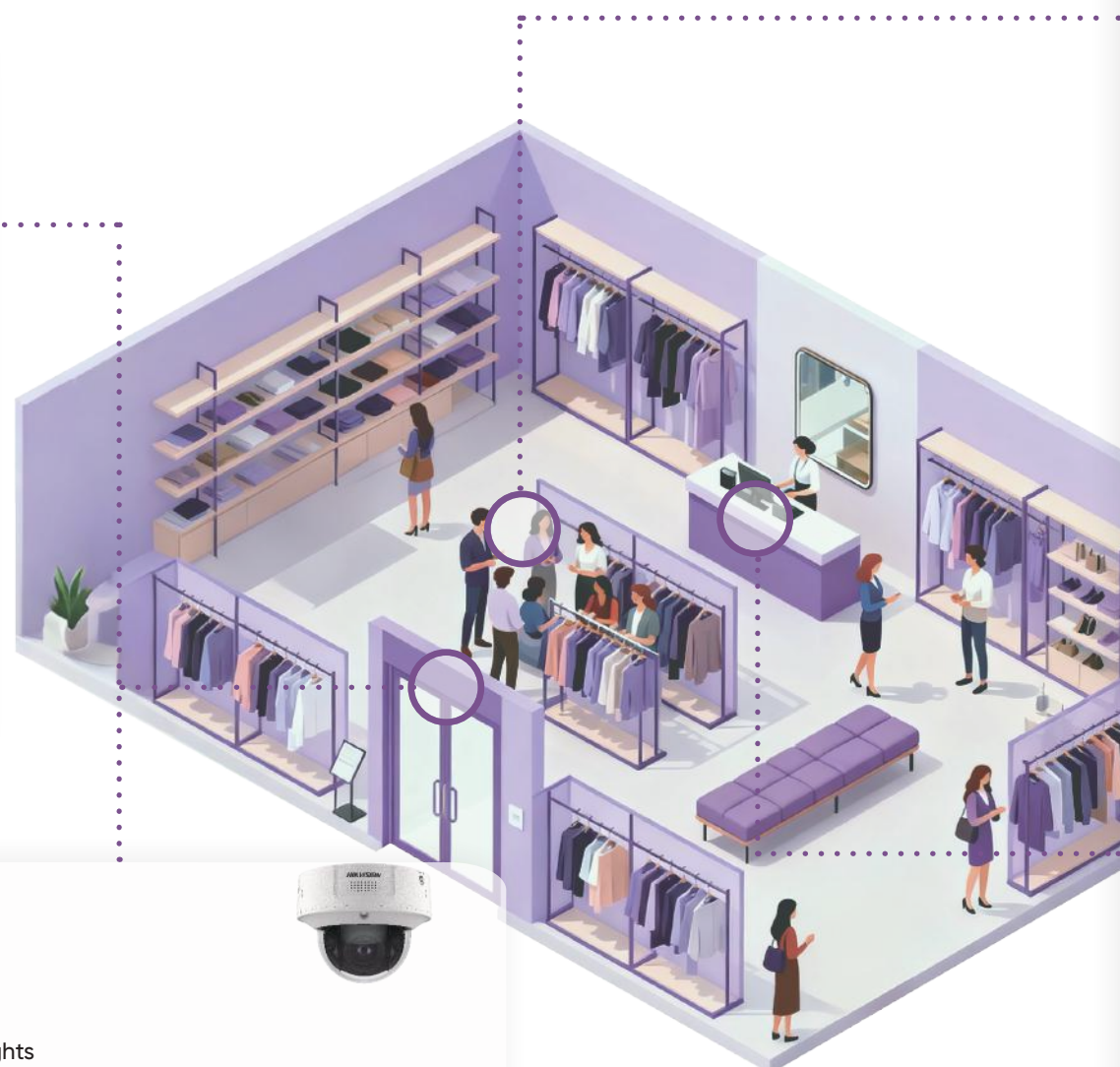
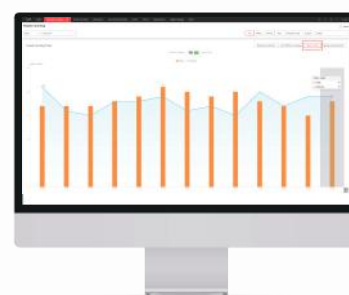
The Sales Tunnel

Total Traffic =
In-store + Pass-by Customer Traffic

In-store Customer Traffic

of
Transactions

Walk-in rate (%)
Identify sales opportunity:
outside or inside the store?



Global heatmap & Area dwell rate



Gain a clear understanding of customer attention distribution within your store by identifying high-traffic zones and dwell times, enabling optimized store layout and product placement strategies.

Heatmap



Dwell Rate Analysis



The dwelling time per individual exceeds 30 seconds.

Traffic Entries for the Area: 1,243
Number of Dwellers: 24
Average Dwell Rate: 13%

Queue management



Instant notifications ensure timely optimization to guarantee customer satisfaction at your branch.



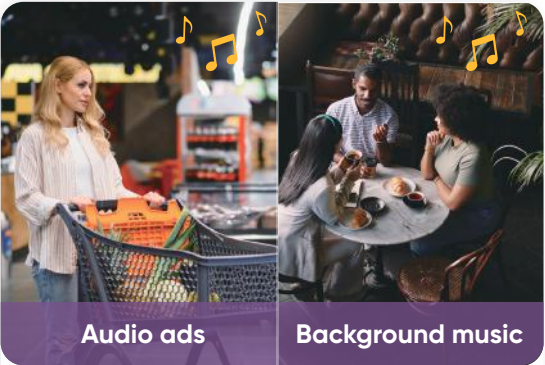
- 1 Waiting overtime times peaked at 17:00 and 20:00
- 2 Overcapacity occurrences reached their highest level at 20:00



Commercial Audio

Commercial audio is a strategic tool that enhances the shopping experience, reinforces brand identity, and encourages purchases.

Customer experience



Audio ads

Background music

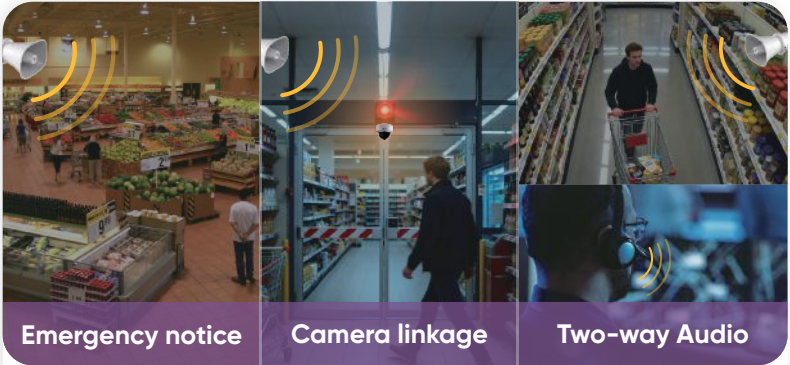


Commercial Analog Speakers



Analog Amplifier

Public broadcast



Emergency notice

Camera linkage

Two-way Audio



Analog Speakers



Network Speaker



Network Amplifier

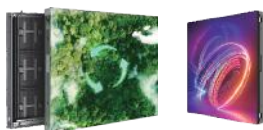
Commercial Display

Hikvision's commercial display solutions transform retail spaces with visually captivating systems, delivering unforgettable brand experiences and dynamic product promotions that truly engage customers.

Exterior advertising

Why choose **Outdoor LED** instead of traditional lightboxes:

- 30.2% higher conversion
- Broader audience engagement
- Remote management, centralized control
- 90% lower maintenance costs



Shopping area advertisements

- Flexible content release
- Remote multi-device control
- Versatile material support for stunning visuals



LED Poster



LED Cabinets



Digital Signage

Catering information display

- Flexible content release
- Built-in templates for multiple scenarios



Digital Signage

Storefront promotion

- 250 mm slim design, ideal for storefronts
- Misalignment & rotatable splicing for versatile shapes



Flex Series LED

Store decorations

- Strong flexibility with inward/outward bending
- Ideal for splicing diverse creative screens



Indoor Soft LED Modules

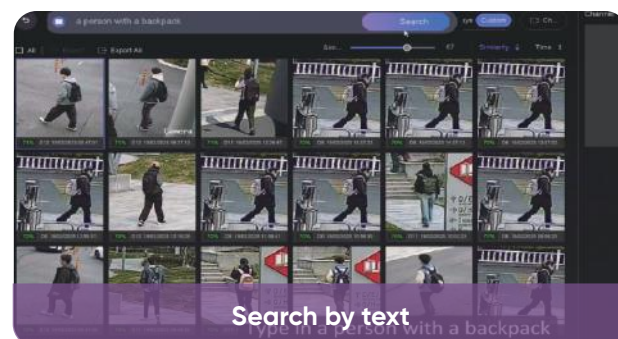


Loss Prevention

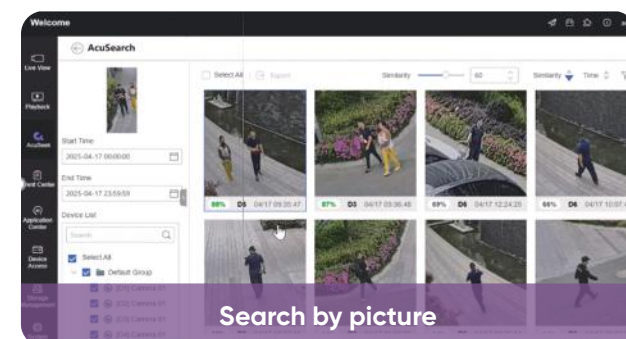
Loss prevention is critical to maximizing profits. Hikvision's innovative AI-powered solution offers valuable features like block list alarm and POS fraud detection, ensuring a smart and efficient approach to protecting your business.

Acuseek & Acusearch Find suspects fast

AcuSeek quickly locates the target



AcuSearch identifies accurately

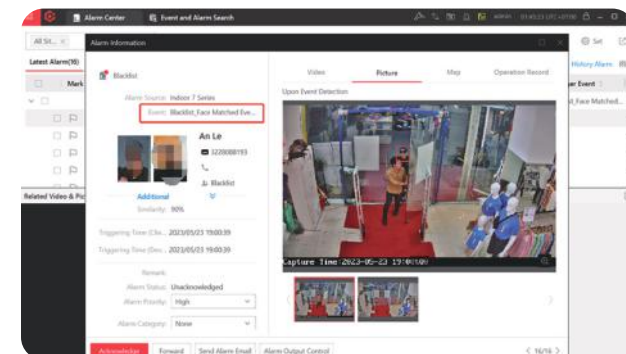


Block list alarm Detect suspicious individuals early

Deploy cameras at key positions



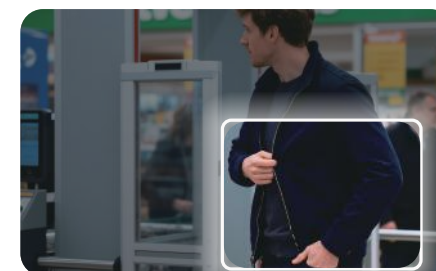
Alarm on blocked person entry



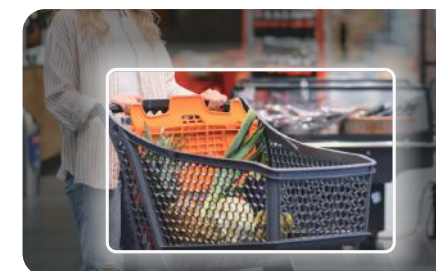
POS information overlay Prevent theft and errors



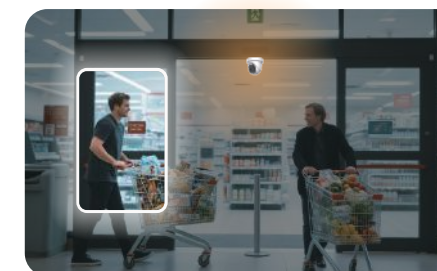
AIOP algorithms Alert in real time



Shoplifting detection



Shopping cart detection



Reverse entry detection

Inventory area protection Secure goods and assets



Minmoe Access Control

- Multiple authentication methods: face, fingerprint, card, PIN, etc.
- Time & attendance management



Thermal Cameras for Temperature Monitoring

- Early fire detection
- Alarms + HD video



PDA for Asset Management

- In/outbound checks
- Stock & expiry tracking



Ultra-Low Temperature Cameras for Frozen Areas

- Operate from -60 to 65 °C



Parking Management

In complex retail environments like shopping malls and hypermarkets, the exterior boosts customer perceptions of safety just as much as the interior.

Hikvision's integrated security solution enhances vehicle management, delivering effortless experiences for shoppers and facility operators alike, ensuring a secure and enjoyable visit.

Entrance & exit management & payment system

Hikvision enhances the standard entrance and exit system with an innovative payment solution, ensuring a seamless and secure experience for customers while giving managers flexible charging options.



ANPR Camera



Ticket Station



LED Screen



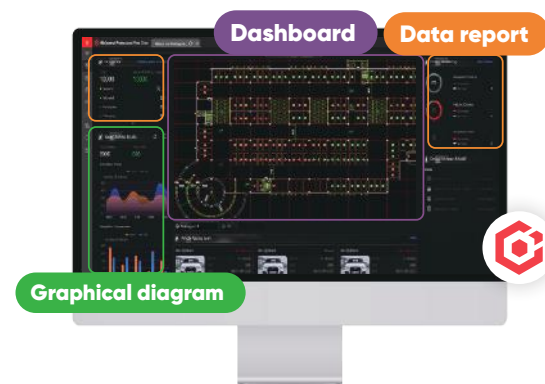
Barrier

Parking lot operations & management

Dashboard: Display e-map space status, device health, and incidents.

Data report: Boost efficiency and prevent losses.

Graphical diagram: Simplify operational management.



Parking guidance

Hikvision's innovative parking management system enables customers to quickly locate available parking spaces upon arrival and easily navigate back to their vehicles when it's time to leave.



Parking Guidance Camera



Parking Guidance Terminal



LED Screen



Inquiry Machine

Portable Monitoring

Hikvision's portable enforcement system helps security personnel quickly collect evidence at the scene during disputes and customer complaints for archiving and review.

Body-worn cameras

Personnel management and ID match



Supervisors



Administrators

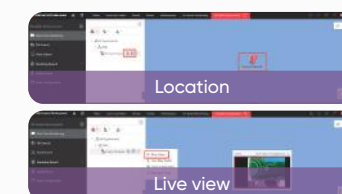


Users



- Device assigned based on ID
- Recordings on device matched with user ID

Evidence collection and monitoring



Evidence management and file search



Recorded video



- Centralized storage
- Tagging, searching, editing, and exporting for sharing as needed



Mosaic



Mute



Video clip



Text overlay

Nameplate cameras



- Establish brand image
- Easily recognizable for better customer service
- Video recording with simple configuration





Product Showcase



Multi-Dimension People Counting Camera

iDS-2CD7146G2-IZS(2.8-12mm)

- High-quality imaging with 4 MP resolution
- 1/1.8" Progressive Scan CMOS
- Support multi-dimensional people counting



Dual-Lens People Counting Camera

DS-2CD6825G0/C-IVS(2mm)(B)

- Dual lens, 1/2.7" Progressive Scan CMOS, deep-learning-based people counting



Fisheye Camera

DS-2CD63C5G1-IVS(1.29mm)

- High resolution 12 MP
- Multi-dewarping mode
- Heat map analysis



Remote Inspection PTZ

DS-2DE4A425IWG-E

- The built-in microphone and speaker enable two-way audio
- 25 × optical zoom allows for closer viewing of subjects in expansive areas



Retail Customized NVR

DS-9632NI-M8(STD)/Retail

- Up to 32-ch IP camera inputs
- Support specialized cameras, including people-counting cameras, ANPR (automatic number plate recognition) cameras, and fisheye cameras



Software

HikCentral-P-BI Report-Module

- Intelligence report: Heatmap analysis, people counting, queue management, pathway analysis
- Additional: Exited/entered/entered and exited data, remote sites data, regional comparison data, waiting time and queue status data, email reports, heatmap analysis, etc.

HikCentral-P-Video Inspection/Module

- Support quick inspection, on-site inspection, and scheduled inspection, enabling the management, tracking, and evaluation of inspection task standardization through video or pictures.

Wall-Mounted Series



DP Series

DS-D60xxUN-DP

- 32"/43"/50"/55"/65"
- 4K*, 500 nit, 25% haze
- 4+32GB
- Min.9mm Even Bezel, 40mm Thickness



DP Series (High Brightness)

DS-D60xxUH-DP

- 43"/50"
- 4K, 700 nit, 25% haze
- 4+32GB
- Min.9mm Even Bezel, 40mm Thickness

Standing Series



Non-Touch Series

DS-D6055UN-D/S

- 55"
- 4K*, 500 nit
- 4+32GB
- Slim Thickness



Touch Series

DS-D6055UT-D/S

- 55"
- 4K*, 500 nit
- 4+32GB
- Slim Thickness



Digital Signage Box

DS-D60E-B

- 4-core, 2+16GB
- Audio in x 1, audio out x 1, HDMI out x 1, Lan x 1, USB 2.0 x2



Software

HikCentral-P-DS-5Unit/Base/Promo

- Digital signage: Support creative content creation (including images, videos, and audio), display schedule setup, and offer a variety of program templates.
- Centralized device control, including sending combined commands, app management, and remote configuration.
- Additional: Manage up to 5 terminals. Support digital signage terminals and interactive flat panels only.

HikCentral-P-DS-1Unit

- Centralized device control: Including sending combined commands, app management, and remote configuration.
- Additional: Manage up to 1 terminal. Support digital signage terminals and interactive flat panels only.