



Hikvision Solutions for  
**Shopping Malls**

**Optimize Operations.  
Attract More Shoppers with  
a Better Experience.**

**HIKVISION®**





Shrinkage is on the rise, budgets are tightening, but your customers expect more. They want nicer shops, easier navigation, and a better parking experience. Even the indoor atmosphere affects how long they're going to stay, how often they come back, and ultimately, how much they spend at your mall. Not to mention the other malls within a short drive vying for sales as well.

How to attract and satisfy a larger audience?  
**Here is the answer.**

## Security Systems that Double as Data Analysts

Did you know that the cameras in your security system can also enable you to work smarter?

With Hikvision's AIoT-based people-counting system, you get a better understanding of your customer traffic. When customers go from the entrance to the main floor and from there to the stores, Hikvision's intelligent systems help you enhance your services, evaluate your tenant mix, and assess your marketing activities.







## Mall Traffic Analysis

Gain insights on foot traffic and flow across the whole shopping mall, assess risks and search out new opportunities.

- Discover the busy hours and arrange staff accordingly
- Evaluate the effectiveness of your marketing efforts
- Take advantage of the data for the most potent ad placement

## Floor Traffic Analysis

Capture the customer traffic data of every floor and the various areas of the mall.

- Evaluate rent rates by analyzing main store traffic
- Prevent long wait times for services or payment counters with queue management



## Store Traffic Analysis

Provide services for tenants, such as improving sales performance by providing multidimensional customer traffic data at their store.

- Assess walk-in rates
- Check which areas are most popular
- Assess the appeal of various brands and products

# Grab Customers' Attention with Every Step They Take

In customer-driven, customer-centered industries, it's all about catching people's attention and keeping them engaged. With commercial visual displays inside and out, you can promote your activities, display captivating content, showcase products, and altogether provide a spectacular shopping experience – and, most importantly, improve turnover.

For truly fascinating displays of color and motion, Hikvision offers a diverse range of display products, meeting virtually any demand with stunning visuals.



## Exterior Advertising

Displaying stunning images and videos with immersive effects increases traffic and return rates. Easily build an image of the shopping mall as a popular and fun place to hang out.



Outdoor LED



Transparent LED



Naked-eye 3D



## Indoor Advertising and Digital Navigation

Indoor displays are among the best tools to showcase products. Using digital signage for maps and directions helps ensure customers do not get confused or lost. And it's more convenient and informative than printed signage.



Circular LED



Column LED





LCD Screen



LED Poster Display



Digital Signage



Indoor LED Screen

# Safety, Always the Top Priority

Safety always comes first for your customers, staff, and assets. An accident in a shopping mall can lead to significant losses. That's why Hikvision offers a stereoscopic security system, helping you create a more secure shopping environment all around.



## Proactive Security

Take action to avoid potential risks

- Detect crowd density with Hikvision's AI-powered solutions, which provide a density map and trigger density alarms in advance so that security guards can take action to avoid risks.
- Identify blocklisted individuals

## Comprehensive Security

Protecting every nook and cranny

- Around-the-clock security established by diverse products suitable for entrances, escalators, elevators, atriums, and outdoor areas, with no missing details
- Excellent nighttime performance
- Global awareness and check-ins for details with clickable labels overlaid on live video



## Emergency Handling

Immediate response and remote command

Any kind of emergency could happen in a mall. Hikvision enables remote live view of events through security cameras and two-way audio with dispatched staff via body-worn cameras. Security managers can thus get a handle on incidents immediately from the control center.

# Easy Parking Makes a Great First Impression

The parking experience is often the first impression you make with your customers.

Hikvision's streamlined parking solution helps create a convenient parking experience both indoors and out, placing your mall among the top choices in customers' minds.



## Quick Entry

Smooth and efficient entry and exit

- Drivers can quickly see the number of available parking spaces on the LED guidance screen before entering the lot
- Barriers open automatically with ANPR, aiding in the flow of vehicles and eliminating congestion at the gate
- A driver can take a ticket from the E&E Station for parking payment

## Parking Guidance

Find vacant parking spaces quickly

- Guide drivers to suitable parking floors and areas using floor guidance screens
- Show vacant parking spaces with parking guidance cameras



## Car Finding

Help customers quickly find the spot where they parked

- Hikvision's interactive parking inquiry terminal helps customers locate their car quickly
- Cars appear on a floor map by simply entering the license plate number in full or in part



## Parking Payment

Flexibility simplifies fee payment

- Offline Payments: Customers can use coupons and pay using multiple methods
- Online Payments: Customers can pay online using payment codes

## A Fluid Parking Process

Mall owners also benefit from Hikvision's smart parking operation system. This system assists you in monitoring the flow of vehicles entering a lot, and it helps you understand traffic trends and assign personnel accordingly. The gathered data gives you a complete picture of your parking lot usage. You can also get parking revenue statistics using third-party system integration, so you can customize and optimize your unique parking strategies to boost profits.



## Recommended Products

### HikCentral Professional Software Platform



Commercial Displays



AI-powered Devices



AR Cameras



Parking Devices





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