

WIDA

OMESTI VIDEO ANALYTICS

INTELLIGENCE TO ENHANCE AND PROTECT YOUR BUSINESS

Sharpen your knowledge of customer buying behaviour and manage security threats. The insights empower you to sell more effectively, leading to higher profitability.



BUSINESS INTELLIGENCE ANALYTICS
Allows you to better target customers, improve store layout and display, forecast your merchandising and control your inventory.

SECURITY INTELLIGENCE ANALYTICS
Detects and triggers alerts of potential threats, enabling immediate response and enhancing security.



WIDEST RANGE OF ANALYTICS



EASY SET-UP



24-HOUR REMOTE ACCESS



SCALABLE CLOUD STORAGE



RETAIL



MALLS



SUPERMARKETS



FAST-FOOD



HOSPITALITY



BANKING

INDUSTRIES

Companies from a wide range of industries including retail, malls, supermarkets, fast-food outlets, hospitality and banking, can create a competitive edge over their rivals through astute understanding of their business environments.

USERS

Business Owner, Marketing, Merchandising, Store Design & Layout, Store Operations, Security, Information Technology



- Counts the number of people who walk into a premise such as a retail store or mall
- Quantify store traffic to measure retail conversion and optimize staff allocation
 - Measure the effectiveness of marketing campaigns
 - Reduce lost sales due to long queues



- Identifies age range, gender and emotions, enabling retailers to understand in-store customer profiles
- Achieve targeted marketing and product displays
 - Increase customer engagement and retention



- Measures the overall activity level in a store to indicate 'hot spots' that customers frequent
- Know what attracts and retains shoppers
 - Improve strategic product placement
 - Improve staff allocation and attentiveness



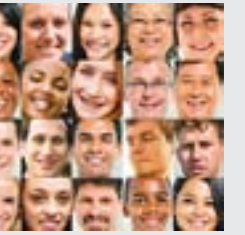
- Tracks the paths customers take in retail stores.
- Optimize product and advertising placements
 - Improve sales by populating quiet areas
 - Measure the effectiveness of displays
 - Ability to identify and divert traffic to desired locations



- Measures the attention span and the number of glances by customers.
- Know if window displays are effective in drawing customers to store
 - Measure the awareness of marketing collateral to improve footfall by first understanding what draws customers



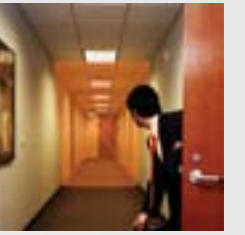
- Captures, categorizes and indexes faces. Captured images are stored according to time and duration.
- Reduces investigation time in case of theft or loss
 - Allows users to respond immediately to the situation in case of crisis with real-time alerts



- Protects areas with restricted access. The system detects movements within predetermined areas and sends alerts to allow investigation.
- Anticipates crimes by identifying suspicious behaviour
 - Improves manpower by easing the load of security personnel



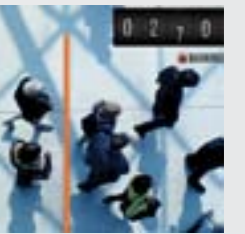
- Sets up virtual boundaries and sends alerts when a human or object crosses these boundaries, protecting restricted areas.
- Sends out alerts when customers move into obscure sections of a retail store to prevent petty crimes



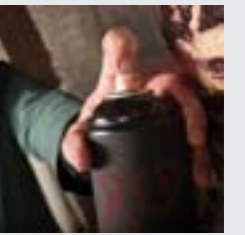
- Detects and reports loitering activities around a vicinity for extensive periods of time.
- Detects suspicious objects or humans to combat threats
 - Improves security with prevention-oriented approach



- Counts the number of people or objects moving in and out of an area.
- Improves operational efficiency for places with restricted capacity and load such as bars and clubs
 - Doubles up as vehicle counting analytics



- Detects camera disruption by sending alerts to the user when the camera is manipulated.
- Notifies users in real-time with the ability to view live streams from affected cameras, thus enhancing security especially in places where there is high potential for vandalism.



WHAT IS VIDEO ANALYTICS SOLUTION?

Video analytics solution translates surveillance video footage into business intelligence and security data. It helps users better understand their customer segments and purchasing behaviour to improve footfall-to-sales conversion rate and revenue while protecting their assets.



CONTACT US AT VIDA@OMESTI.COM TO LEARN MORE

PROVIDED = PROVIDED BY SOME SERVICE PROVIDERS =

BENEFITS

Video Analytics Solution	Video Surveillance as-a-Service	Competing Brands	Other Brand Video Analytics	Electronic People Counter
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VIDEO MONITORING

Live Monitoring	 	 	 	 	
Cloud-Based Event Video Recording	 	 	 	 	
24/7 Onsite Recording	 	 	 	 	
Video Playback	 	 	 	 	
Map View	 	 	 	 	

ANALYTICS

Business Intelligence

People Counting	 	 	 	 	
Audience Profiling	 	 	 	 	
Crowd Density	 	 	 	 	
Human Traffic Flow	 	 	 	 	
Audience Attention	 	 	 	 	

ANALYTICS

Security Intelligence

Intrusion Detection	 	 	 	 	
Perimeter Defense	 	 	 	 	
Loitering Detection	 	 	 	 	
Count Limit Detection	 	 	 	 	
Camera Tampering	 	 	 	 	
Face Indexing	 	 	 	 	

REPORTING

Table and Graph Presentation	 	 	 	 	
Excel and PDF Export	 	 	 	 	
Comparing Customer Traffic of Locations	 	 	 	 	
Automatic Daily, Weekly, Monthly Email Reports	 	 	 	 	
Revenue / Basket Size / Traffic Comparisons	 	 	 	 	
Measuring Marketing Campaign Effectiveness	Coming Soon	 	 	 	
Peak Hours of The Day	Coming Soon	 	 	 	
Real Time Online Health Check Control	 	 	 	 	
Measuring The Effect of Weather Report on Traffic	Coming Soon	 	 	 	

ACCESSIBILITY

Web Browser (Internet Explorer 9 & Above)	 	 	 	 	
Web Browser (Firefox, Chrome, Mac Safari)	 	 	 	 	
iPhone / iPod Touch / iPad (iOS 7 & Above)	 	 	 	 	
Android Phone (OS 4.2 & Above)	 	 	 	 	
Push Notifications	 	 	 	 	
Real Time Reporting On Mobile	 	 	 	 	

GET STARTED

1.

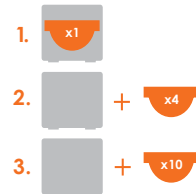
CHOOSE ANALYTICS



Select the Analytics which best meets your requirements

2.

CHOOSE HARDWARE



VIDA will set up devices and video cameras

3.

VIEW RESULTS



Access real time data anytime on mobile device or computer

VIDA – OMESTI VIDEO ANALYTICS

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