

# Added Value Proposition



## Technical Operational Advantages

**ID Technology are fully committed to delivering the most cost-effective, technically challenging, operational beneficial electronic monitoring and control systems in the UK.**

ID offers integrated solutions for CCTV, Access Control and EAS systems. By integrating a complete single electronic solution within a client's environment, ID offers better security and operational management through improved central control measures and enhanced monitoring. ID systems offer far more than security prevention. Customers are using it for marketing and operational requirements also, creating a powerful management tool.

The technology that ID supplies is extremely cost-effective and answers many of the questions that retailers have over CCTV/EAS systems. The following gives guidance of the technology systems that we can install as part of our integrated electronic security solutions.

## Integrated Digital Electronic Automated Solution (IDEas)

### Tracker

Tracker systems have the ability using advanced software to allow PTZ (Pan, Tilt and Zoom) cameras to automatically cover "hotspots" without operator intervention or management, maximising the efficiency of the system. Tracker can also ensure that these hot spots can be prioritised, so the highest risk items or areas within your stores will always be covered.

### ID Guardian

The ID Guardian solution will alarm trigger images and audio to either your own or a third party Central Station, allowing complete reactive monitoring of staff and properties. This allows two way audio transmission interfaced into the stores PA system and video monitoring. This can also be interfaced with the intruder alarm system to give Video Verification on activation. Benefits of using this include staff and customer protection, vital for personnel that work in retail environments where violent and abusive behaviour towards staff is a constant threat.

### Headcount

This system counts the amount of people entering and leaving the store. Headcount uses video images and processing software to count persons passing either way through a virtual line. The system can provide over 95% accuracy beating or matching all other systems on the marketplace. When used the Headcount system can give trend analysis for retailers used in conjunction with our EPOS link can give conversion rates etc.

### Foiled

Foiled technology has been specifically designed to detect Booster Bags, tinfoil-lined jackets and similar shoplifting devises. It supplements the existing tagging system helping close the door on the professional thief, who are increasingly using more sophisticated methods to beat retail security systems.

With wireless pager technology direct to store management/ security personnel, the system is discreet and gives total control allowing the flexibility to judge how to handle each individual situation on activation.

## **ID-Media**

ID-Media is a programmable audio visual system that when used in conjunction with public display video monitors and specialised detectors, can be used as a marketing tool for retailers. This information can be displayed permanently, can periodically interrupt the normally screened material or even work interactively to mix the two when a customer is in a certain aisles/areas.

## **EASILink**

On activation of an EAS antenna the system triggers the local, exit and external PTZ cameras and enhances the record rates of the cameras and to maximise the quality of recording during an event. This facility becomes very powerful when used in conjunction with the tracking software and PTZ cameras allowing the system to predict an exit and getting best possible footage of an incident. EASILink also allows the databasing of events for the fast retrieval of events to allow Loss Prevention to measure the performance of staff stopping potential perpetrators.

## **Command Watch**

Command Watch allows the system to be monitored via the site or pro-actively from a localised separate location anywhere in the world through our remote networking services. It allows marketing, management and any other member of staff to monitor many properties from a single location, reducing staff time. This in conjunction with ID Guardian provides a very powerful monitoring facility 24 hours a day, 365 days a year.

## **Remote Diagnostics**

The IDEas system reports to ID Technical Support its current operating status, allowing the customer to know immediately if a camera is broken. Any technical alarms will be received at ID and dealt with accordingly and as agreed with the client. This also incorporates remote maintenance, a health check via dial up which can provide a report to ID and/or the client showing the system technical status, history and overall health. Where clients have used this facility they have enjoyed up to 50% reductions in engineer calls to their sites.

## **Counterfraud**

By connecting a simple interface onto the existing EPOS systems, Counterfraud allows the information on the till to be overlaid onto the image allowing fraud to be quickly and efficiently investigated. By data mining the information searches may be made by time and date, value, voids, refunds, specific products etc taking you directly to the incident being investigated. Most EPOS systems are supported to integrate into IDEas.

## **About ID Technology Group**

As one of the UK's largest independent providers of integrated electronic security solutions, ID offers a consultative approach to organisations aiming to maximise their commercial security, whilst benefiting from cost efficiencies. ID understands the needs and changing environments of its customers, offering CCTV, Access Control and EAS security solutions as standard. Customers are benefitting from additional future proofing advantages such as store operating information, health and safety checks and marketing data that our integrated systems can also offer.

With over twenty years of experience, ID addresses the security needs of some of the UK's leading organisations in the retail, leisure, entertainment, commercial and industrial sectors.

For more information on how ID can help protect your business contact our Business Development Team on:

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