

ID Electronic Article Surveillance



About Electronic Article Surveillance

With the continuing rise in goods-related theft, EAS (Electronic Article Surveillance), otherwise known as tagging, has quickly become the single most effective method and deterrent within a retail environment to reduce customer related theft. It acts as a primary deterrent, protecting customers' valuable merchandise.

As a business ID understands the complexities of installing tagging solutions into retail stores, and strives to make the answer innovative, easy to operate, technically superior and cost effective.

Types of EAS systems

There are four major types of electronic article surveillance systems :

- Magnetic,
- Acousto-magnetic (AM),
- Radio frequency (RF),
- Microwave

The two most common tags used within retail are AM and RF:

AM Systems

The detectors use a 58 kHz (or 66 kHz) magnetic field which induces mechanical resonance by magnetostriction. When the exciting field is turned off, these tags continue to oscillate mechanically, which produces a magnetic signal because of the magnetized second strip. This signal triggers the alarm.

These tags are thicker than magnetic tags, are relatively inexpensive and have better detection rates) than magnetic tags.

RF Systems

These tags are essentially an LC tank circuit that has a resonance peak at 8.2 MHz or 2 MHz. Sensing is achieved by sweeping around the resonant frequency and detecting the dip. Deactivation is achieved by detuning the circuit by partially destroying the capacitor. This is done by submitting the

tag to a strong electromagnetic field at the resonant frequency which will induce voltages exceeding the capacitor's breakdown voltage, which is artificially reduced by puncturing the tags.

Why choose ID?

Open Protocol

Unlike some of our competitors, ID does not contract customers into keeping with their supplier by installing systems that can only be maintained by that provider due to closed protocol systems.

We believe that our service and partnership approach builds long lasting relationships, and any other party can service and maintain the systems we install.

Technology Neutral

ID can service and maintain any type of EAS system, and install the system by selecting the best fitting technology and systems on the market to create a tailored solution for our customers.

As we are not constrained by a single manufacturer, we can maintain any existing open protocol system, and would never condemn a perfectly working system because it is not part of a companies own product portfolio that they cannot maintain.

Operational advantages

ID offers the additional advantages of operating an internal warehouse, allowing vast quantities of stock to be stored. Clients benefit from a 'just in time' stock control process with a next day stock delivery service.

With vast experience of sourcing worldwide EAS related equipment and

supplying effective and successful EAS systems to some of the UK's largest retailers, ID has enormous buying power and takes advantage of competitive pricing strategies that are ultimately passed onto the client.

EAS Integration with CCTV

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 maximize the quality of recording during an event.

Items such as expensive electronic equipment and jewellery that have to be on public display have been successfully integrated with the CCTV system and the stores 'Loop Tags'. Upon activation, the CCTV system 'zooms' in on a pre-designated location to automatically record the incident and the pending action from staff, giving a comprehensive database of incidents to the loss prevention department with no wasted imagery from non incident footage.

Staff Performance

One of the main inefficiencies with the use of EAS tags and gates is the lack of staff action once an alarm has sounded. With ID's use of CCTV data, our EAS also allows the databasing of events for fast retrieval, to allow Loss Prevention to measure the performance of staff stopping potential perpetrators upon alarm activation.

The data gathered has been used for training purposes to show the correct methods for reacting to alarm activation, searching customers and possibly reprimanding potential thieves.

