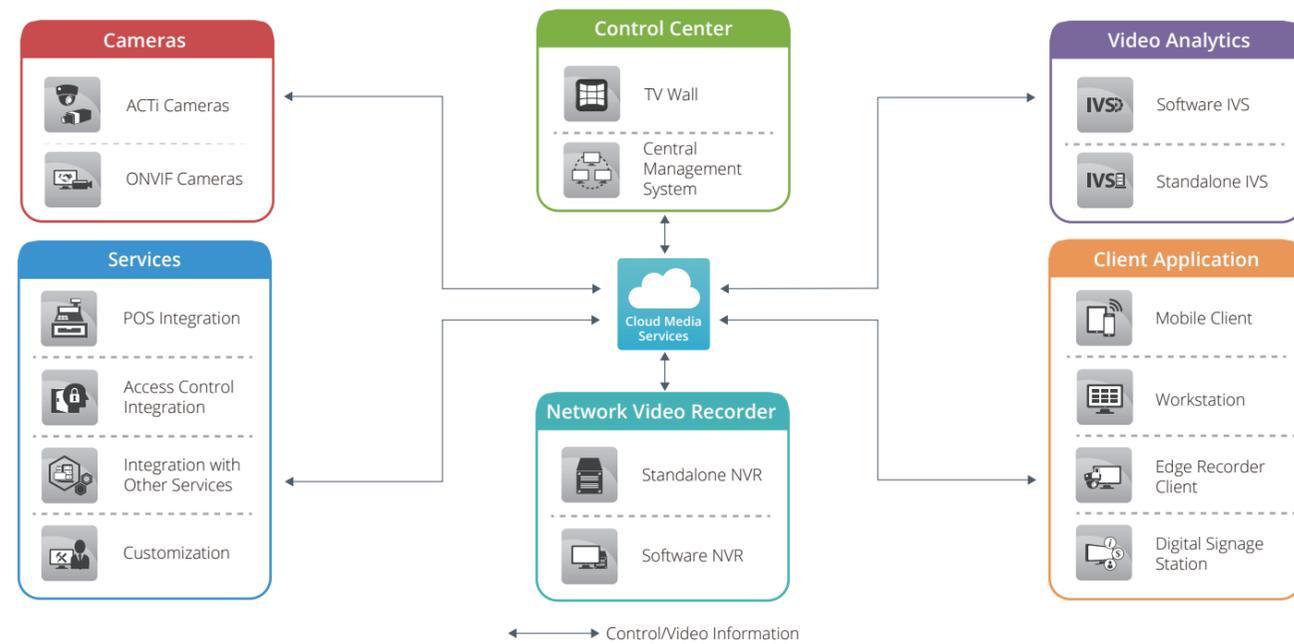## WHY ACTi?

ACTi's Unified Solution - one stop shop solution provider - incorporates the following features:

- ACTi's dwell time video analytics is an in-house developed algorithm and therefore could be further customized for special projects together with detailed reports.
- ACTi's intelligent video surveillance server enables you real-time event notifications and video data analyses for business intelligence.
- ACTi's Unified Solution has high flexibility for customization to extend applications beyond IP video surveillance.
- ACTi's Unified Solution eases migration from analog to IP surveillance through the use of IP Video Encoders.
- ACTi's Unified Solution is a scalable solution based on different project-size requirements, from small businesses to enterprises.
- ACTi offers project customization and feasibility evaluation for special project requirements.
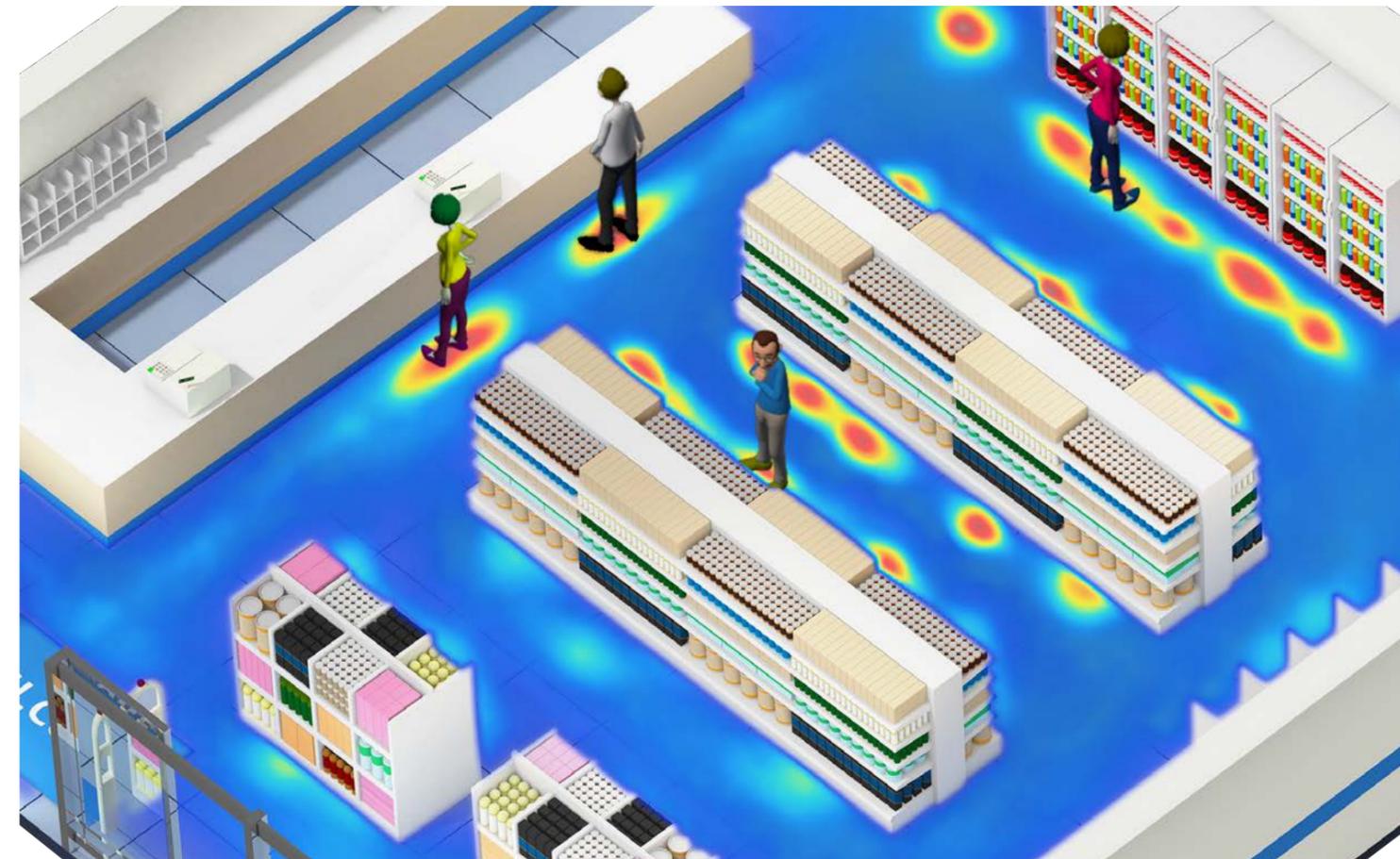
ACTi UNIFIED SOLUTION

Cameras
- ACTi Cameras
- ONVIF Cameras

Services
- POS Integration
- Access Control Integration
- Integration with Other Services
- Customization

Control Center
- TV Wall
- Central Management System

Network Video Recorder
- Standalone NVR
- Software NVR

Cloud Media Services

Video Analytics
- Software IVS
- Standalone IVS

Client Application
- Mobile Client
- Workstation
- Edge Recorder Client
- Digital Signage Station

←→ Control/Video Information
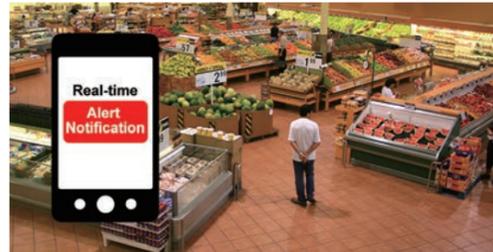
DWELL TIME
Retail Solution - Video Analytics

- Real-time Alert Notification
- Burglary Detection
- Illegal Parking Notification
- Employee Efficiency Analysis
- Customer Trend Statistics

CHALLENGES IN RETAIL

Real-time Alert Notification

Improve customer satisfaction by providing prompt product consultation while customer is lingering to make decisions for product purchasing.
Using ACTi's dwell time in a supermarket, you can:
· Identify heat generated by dwelling and the store manager can notify staff in real-time to the customer for product consultation and product promotion.
· Prevent loitering related activities by identifying heat and matching it with the video footage.

Burglary Detection

Identify unusual dwelling along with physical security access control devices.
Using ACTi's dwell time in a storage room or warehouse, you can:
· Protect your stock by identifying unusual dwelling. Abnormal dwell time along with video footage demonstrates evidence from stealing.
· Avoid false alarms of physical security access control systems, such as glass breaker detector triggered by loud noises of any type, or high frequency vibrations, by cross-checking this data with the dwelling times in the area.

Illegal Parking Notification

Respond immediately when your store entrance or loading area is occupied by an unknown vehicle.
Using ACTi's dwell time in warehouse, you can:
· Receive notifications when an abnormal duration of illegal parking is found. The vehicle parked should be cleared out immediately before the store entrance or loading area is used.

Customer Trend Statistics

Discover where and how much time customers spend in specific areas to identify their interests.
Using ACTi's dwell time in bookstores, you can:
· Refine selling strategy based on customer behavior analysis by comparing selling records and customer dwell time. The store manager could put promotional stickers to promote hot-selling books, not in the best-sellers list, if customers always spend more time to choose a specific book. The store manager could also think about how to increase the selling of books with long dwell time and bad numbers by changing their promotional strategy.
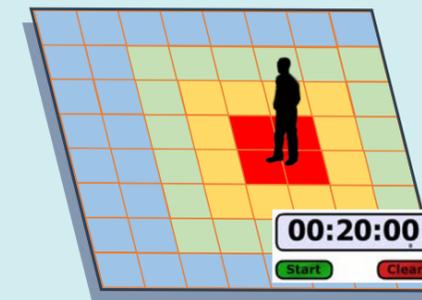
Employee Efficiency Analysis

Discover frequent employee activities in the areas not related to work
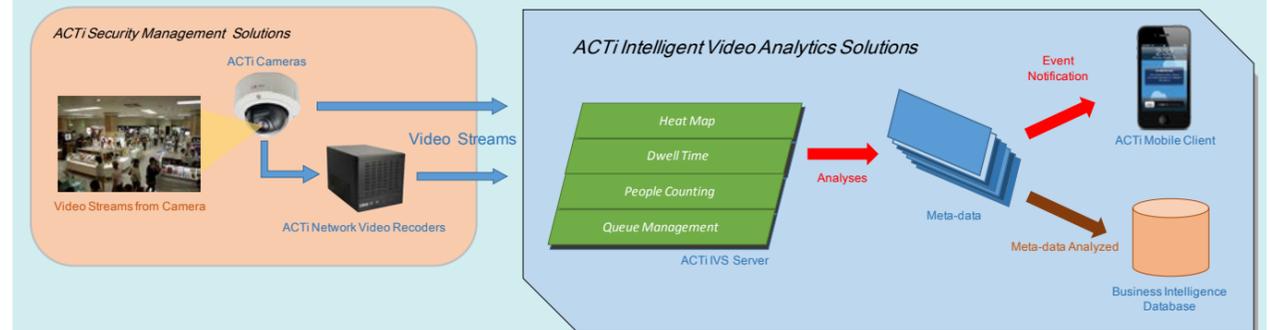Using ACTi's dwell time in a workplace, you can:
· Improve efficiency to identify irregular employee working patterns quickly, which can be further validated by video footage from cameras.
· Identify abnormal heat at a restricted area. By realizing what the reason is for accessing a restricted area at work time, you can improve security policies for employees.

HOW DOES ACTi DWELL TIME WORK TO INCREASE YOUR PRODUCTIVITY?

ACTi's dwell time can identify whether an object is loitering in a particular area by using an optical flow analysis method; this method tracks objects and records the dwelling time in each imaginary grid inside video image. If an object circulates around a specific area, its heat dynamics will increase to indicate frequent movement in grids.

HOW DOES ACTi DWELL TIME CONNECT TO REPORTING SYSTEMS?

ACTi's dwell time analyzes video streams from cameras or network video recorders to generate descriptive data information for each imaginary grid on the video. This data information, or meta-data, can be further processed and compared to trigger notifications to mobile devices if pre-defined conditions are met. Meta-data can also be saved and processed through analysis tools to provide demographic information, which can be used to further refine your subsequent business operation.

WHAT DOES ACTi OFFER FOR VIDEO ANALYTICS?

ACTi offers IP cameras and standalone servers embedded with video analytics technology, such as heat map, dwell time, queue management, people counting, license plate recognition, etc., to resolve challenges for different applications. ACTi's video analytics technology can run on power limited devices, such as cameras with people counting software, or on highly integrated multi-functional servers, such as parking lot management software used to meet specific requirements, including multiple system integration and resource optimization.

ACTi Video Analytics

Cameras

Software IVS

Standalone IVS