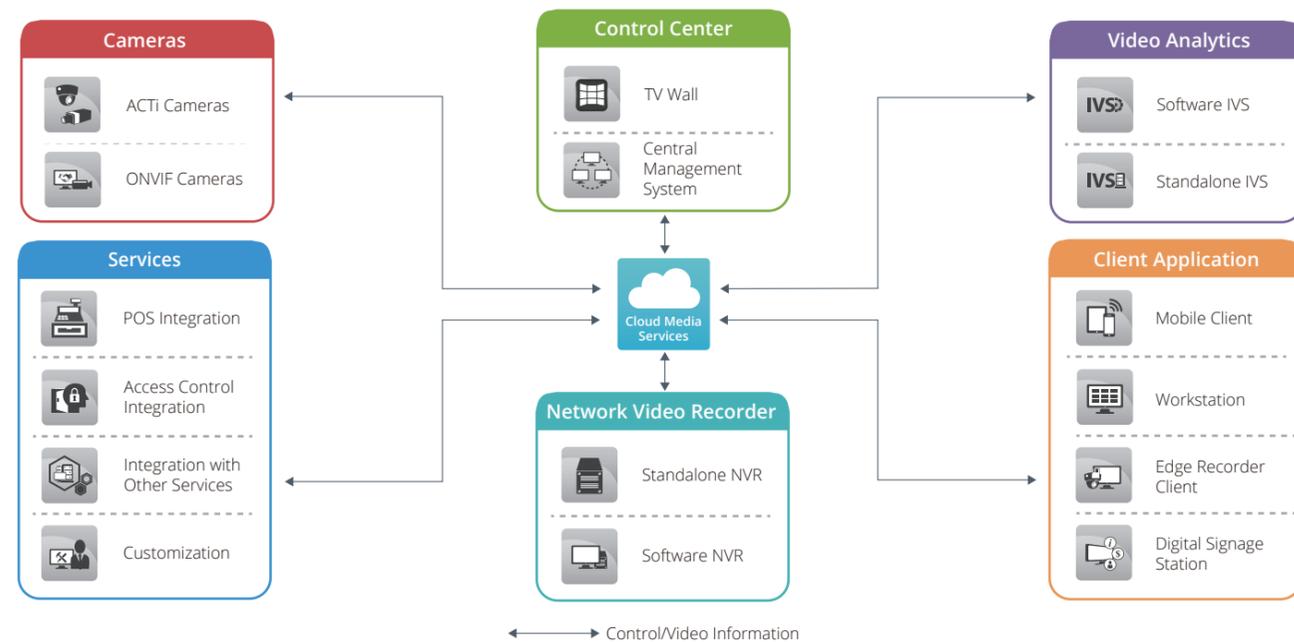## WHY ACTi?

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

- ACTi's heat map 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 eases migration from analog to IP surveillance through the use of IP Video Encoders.
- ACTi's Unified Solution has high flexibility for customization to extend applications beyond IP video surveillance.
- 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.
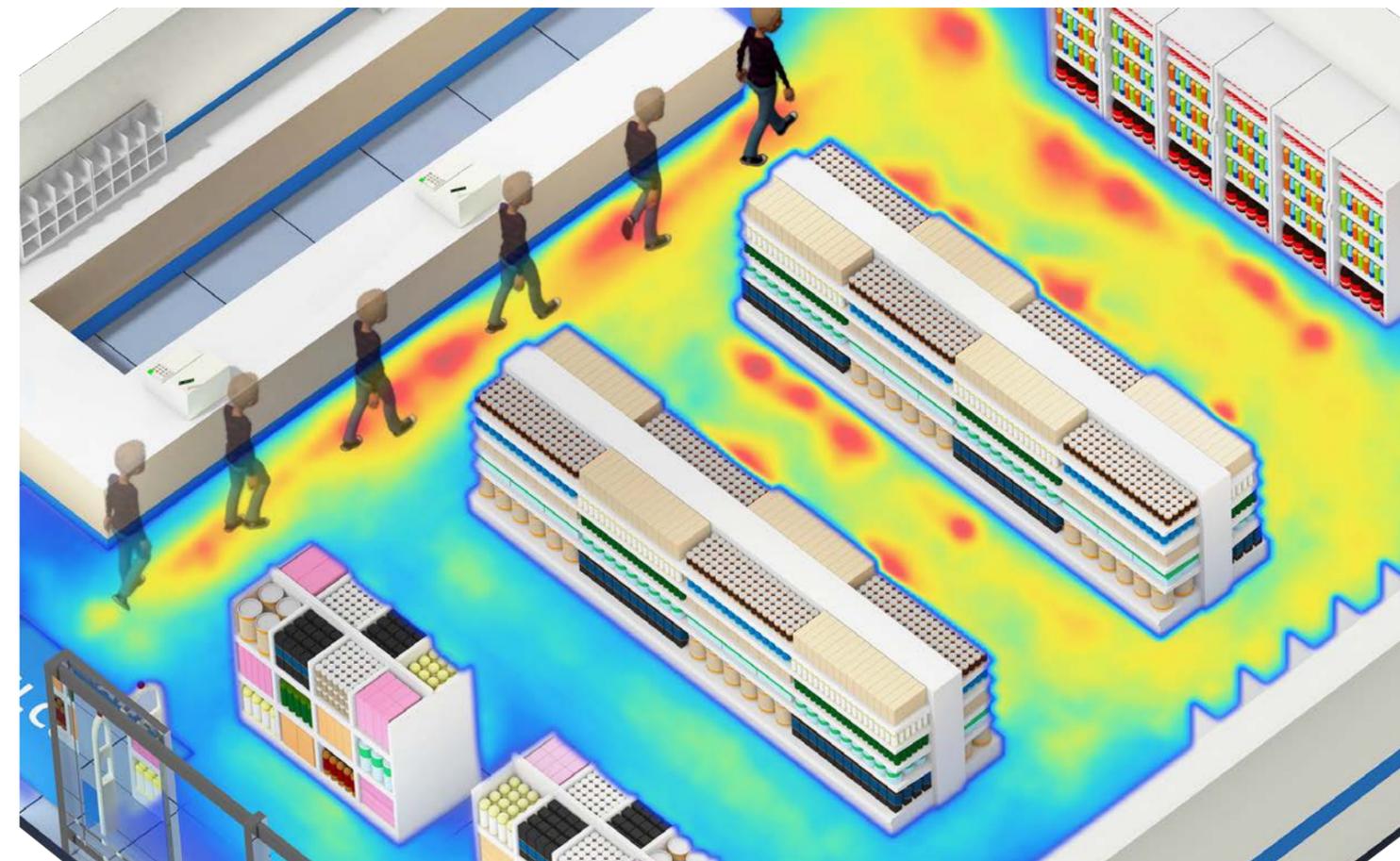
ACTi UNIFIED SOLUTION

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

HEAT MAP
Retail Solution - Video Analytics

- Product Placement Planning
- Promotion Event Evaluation
- Warehouse Traffic Optimization
- Employee Efficiency Analysis
- Check-out Service Optimization

CHALLENGES IN RETAIL

Product Placement Planning

Improve product placement in the store to increase focused products exposure to customers.
Using ACTi's heat map in supermarkets, you can:
· Identify the most frequently visited spots and accurately improve product promotions. The visiting density can be cross-referenced with selling records to identify the attractiveness of products.
· Find aisles with little traffic in heat map to discover the opportunities for floor plan enhancement.

Promotion Event Evaluation

Evaluate the attractiveness of promotional events to customers through heat map.
Using ACTi's heat map in shopping malls, you can:
· Find suitable locations to hold promotional events through analysis of traffic heat. By comparing different locations in a shopping mall at a specific time interval, heat differences can help you find the best locations for interactive promotions without causing traffic congestion and gaining attention at the same time.

Warehouse Traffic Optimization

Identify traffic congestion in aisles through heat map and leverage it by displacing some of the popular products to other aisles.
Using ACTi's heat map in a warehouse, you can:
· Relocate some of the hot-selling products to areas with less traffic to increase efficiency at next picking. By spreading the heat from one location to another, the traffic can be balanced.

Employee Efficiency Analysis

Discover unusual employee movement in areas not related to work.
Using ACTi's heat map in a workplace, you can:
· Heat map improves efficiency to identify irregular employee working patterns quickly, which can be further validated by video footage from cameras.
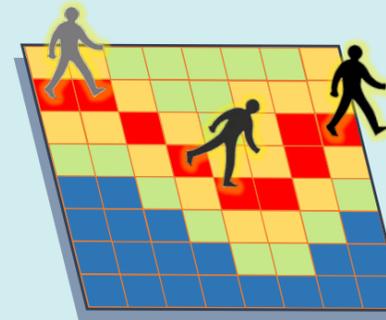
Check-out Service Optimization

Discover idle employees in check-out areas while there are no transactions and instruct them to handle other tasks instead.
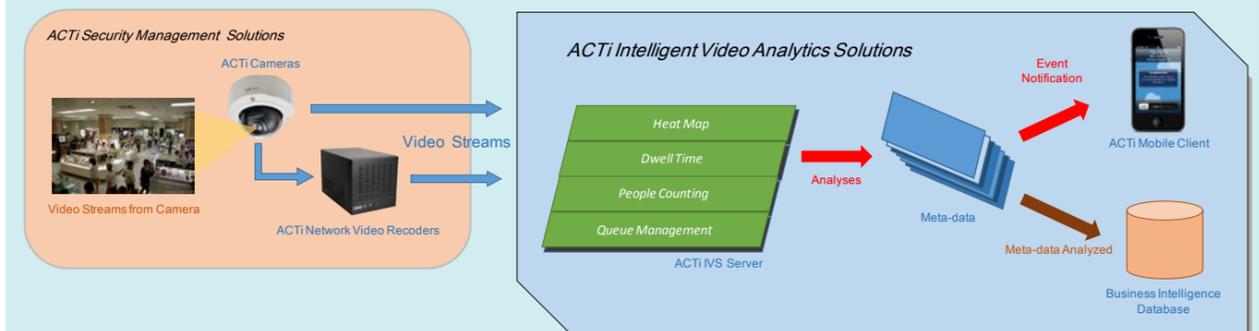Using ACTi's heat map in check-out areas, you can:
· Identify traffic loads at check-out waiting lines and compare the heat to cashier register areas. Store managers can instruct employees to handle other tasks if there is no heat detected at waiting lines.

HOW DOES ACTi HEAT MAP WORK TO INCREASE YOUR PRODUCTIVITY?

ACTi's heat map is created by detecting motion differences in imaginary grids. Data accumulated in each grid is normalized and mapped into different levels represented by cold and warm colors. The visualization of these differences, including density and direction, can reveal information about customer dynamics, such as traffic intensity and flow.

HOW DOES ACTi HEAT MAP CONNECT TO REPORTING SYSTEMS?

ACTi's heat map 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.
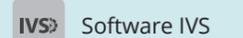
WHAT DOES ACTi OFFER FOR VIDEO ANALYTICS?

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
IVS — Software IVS
IVS — Standalone IVS