



KONICA MINOLTA



**RETAIL  
SOLUTIONS  
COMPLETE  
SOLUTION PACKAGE**

Giving Shape to Ideas

# ARE YOU OWNER OR OPERATOR OF THE STORE?

Camera monitoring is now a standard feature in most stores. If you are preparing a replacement of the CCTV system or are only equipping the store with this solution, consider using other functionalities that our Mobotix CCTV solution brings.



## Panoramic camera MOBOTIX i26

i26 is an inconspicuous indoor camera designed for wall or concealed installation. With a horizontal viewing angle of up to 180 ° and a slightly tilted cover, you get a perfect overview of what is happening in the room.



## PT camera MOBOTIX p26

Thanks to manual pan and tilt, the camera can be adjusted precisely to the monitored area. The p26 is equipped with a wide-angle lens - when installed in a corner of the office, the whole room is in the palm of your hand. And in high definition.

## 1 SURVEILLANCE OF STORE, INCLUDING PLACES, DIFFICULT TO SEE

- The hemispherical lens view from the ceiling is clear and occupies a large area.
- Monitoring of cash register space with the possibility of extension to connection to cash register systems.

## 2 HEAT MAPS

- Properly placed goods are an impulse to buy. According to statistics, placing goods in a frequently visited zone can increase sales of these items by up to 87%!
- Customer concentration is clearly visualized using the color scale above the video image layer - making motion analysis very intuitive and fast.

## 3 COUNTING OF PASSES IN SELECTED AREAS

- The camera can provide detailed information on the number of people who pass through specific areas.
- Helps to better analyze store traffic - what time of day is the highest traffic, what day of the week, etc.
- This makes it easier to plan shifts, optimize opening hours, etc.
- In addition to the input it is possible to calculate the inputs to the toilet, to the warehouse etc.

## 4 AS A WHOLE CHEAP AND RELIABLE ARCHITECTURE

- The camera can record images directly to its internal memory - no additional external storage or NAS is required.
- Alternatively, existing infrastructure may be used.

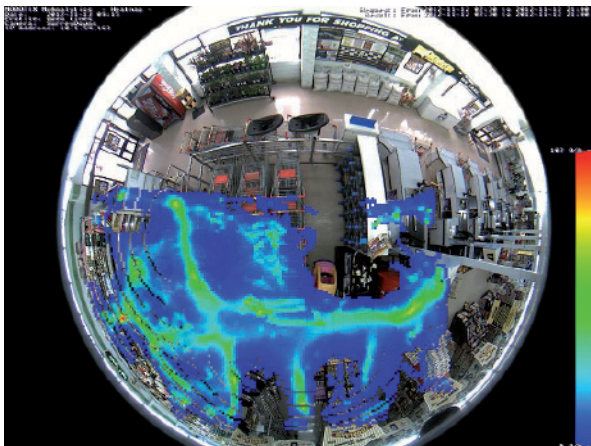
## 5 POSSIBILITY OF USE IN OTHER OPERATIONS

- Gas stations
- Reception
- Hospital rooms
- Office
- And more...



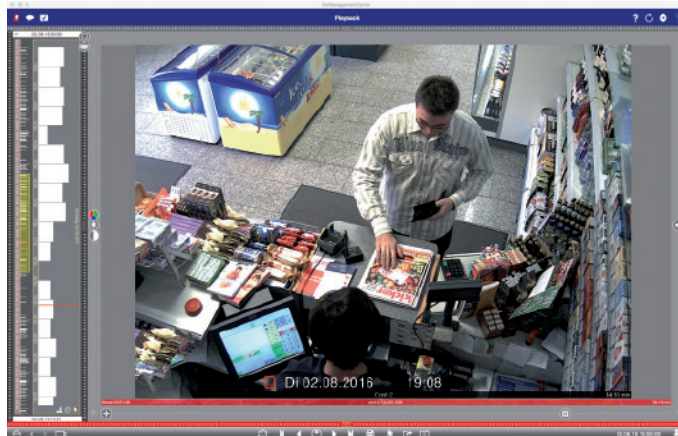
## HEAT MAPS

Each camera can record the continuous movement of people - the result is an image in which the color of the movement for a certain period is shown. Color hotter spots indicate so-called hot spots - frequent frequency of movement of people, while places with cold colors are so-called drowned - customers do not come here at all. Knowing these places allows you to place the best-selling „immediate decision“ items on hot spots, which customers typically choose after they see it, or optimize their stores.



## COUNTING OF PASSAGES

The camera can record passages through a defined location, such as an entrance to a store. This gives you information on how many people have passed each hour or day, and can adapt to staff shifts, for example. Keep in mind that while cash register marking can determine the number of customers, Mobotix can determine the number of visitors - in many places, these numbers can vary considerably and knowing the number of visitors can help you turn them into paying customers with the right offer.



## EXPANSION READY\* FOR CONNECTION TO POS SYSTEMS

Ceiling cameras with a „fisheye“ (hemispherical) have an excellent view of the cash register workplace when properly positioned, so it is easy to check back whether the correct amount has been handed over and returned or the goods have been correctly tagged. In case of connection to the cash register system it is then possible to easily and quickly trace the record by amount, item or payment method.

### When will you most appreciate this system?

- The customer **complains** that he has paid a banknote worth EUR 100, but was only refunded for EUR 50.
- Evidence of whether and **how goods have been marked**.
- Cancellations, invalid earnings, exchange of banknotes - in short, cases where the **cash register is open without real sales**.
- Card payment verification.
- Check that the identity of the person for the **sale of age-restricted items** - tobacco / alcohol - has been verified.

\* Not included in the package price, varies depending on the POS used



### Hemisphere camera MOBOTIX c26

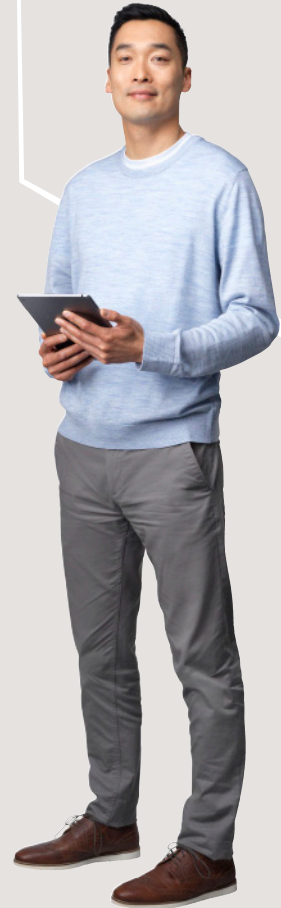
With a diameter of only 12 centimeters and a weight of 200 grams, the c26 is the smallest and lightest hemispherical camera. With a 360° view, ceiling installation and heatmap recording of customer movements, it is a unique solution for retail shops.



KONICA MINOLTA

“MOST OF ALL I AM AFRAID OF  
COMPETITION AND PETTY  
THEFT, NOTHING ELSE HARMS  
ME SO MUCH”

Owner of a small shop



**LET'S TALK**

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