



LTS LINK

FEB 2023



CRIME PREVENTION WITH SECURITY CAMERAS

INTRO

Businesses are now budgeting for **AI-powered security cameras** that detect and send real-time alerts to minimize security threats. Retailers like Walmart, JCPenney and Apple have all invested more in video surveillance for crime prevention in the past year.

Explore the advanced technologies in LTS products, especially our featured **Active Deterrence security cameras** and industry applications.

TABLE OF CONTENTS

Minimize Security Risks • P.2

Crime Prevention Tech • P.3

Active Deterrence Cameras • P.4

Retail Applications • P.5

MINIMIZE SECURITY RISKS

TRENDS

According to surveys by the National Retail Federation (NRF), losses from shoplifting, theft, fraud and errors for US retailers continue to rise at an average rate of 1.4% of total sales, equal to about **\$94.5 billion**.

Crime has been in the spotlight since a spate of violent store thefts such as the "smash and grab" incidents occurred over the past year. One survey by the NRF cited there was a **26.5%** jump in "organized retail crime" nationally.

Reference: NRF



RETAILERS INVEST MORE IN SECURITY

Due to the surging theft and organized crime in the retail industry, retailers are making significant investments in the new generation of security cameras to deter theft and keep customers and staff safe.

In past holiday seasons, retailers like Walmart, JCPenney, Apple, Barnes & Noble and Walgreens all invested more in video surveillance.

For example, Walmart now has nine surveillance units outside three supercenters. These security units provide 24/7 video footage and immediately alert security personnel of any suspicious activity. These cameras also feature flashing strobe lights and loudspeakers to warn potential thieves that they are being monitored.

CRIME PREVENTION TECH

FEATURED

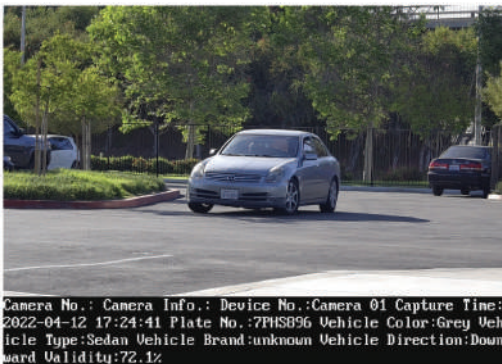
Facial Recognition

Facial recognition systems are used at entrances and gates to promote security for customers and staff, and to identify suspicious enters. Besides, the system can be used inside buildings to ensure staff-only access.

The LTS Access Control Terminal [LTK3410MF](#) utilizes a deep learning algorithm to process biometric data, recognizing human faces faster and with higher accuracy. This effectively reduces the risk of unauthorized access.



License Plate Recognition



Time Today 17:24:41
Source CMIP7923WLPR-32R(J20229728)
License Plate 7PHS896



License Plate Recognition

License Plate Recognition (LPR) systems can identify the license numbers of cars that enter a parking entrance, match the numbers to a watch list, and trigger an alarm.

LPR technology is also used to monitor compliance with restricted areas, such as allowing only registered vehicles to park in a certain lot or detecting illegal parking with a license plate number.

Active Deterrence

Active Deterrence cameras detect critical targets, send instant alerts, and warn off intruders with strobe lights and built-in alarms.

The LTS IP cameras featuring Active Deterrence provide high-resolution video footage for post-event investigation, push instant notifications to security personnel for prompt reaction, and proactively deter potential thieves or intruders.

ACTIVE DETERRENCE CAMERAS

FEATURED

LTS Active Deterrence product line:

- **8MP Color 24/7 Panoramic IP Camera**
LTCMIP3C8PW-SDL
- **6MP Color 24/7 Panoramic IP Camera**
LTCMIP3C6PW-28SDL (New Arrival)
- **4MP Color 24/7 Turret IP Camera**
LTCMIP3C42W-28SDL
- **2MP Dual Lens Mini PTZ Camera**
VSPTZIP3122WSL-X4IR
- **4MP Color 24/7 Dual Lens PTZ Camera**
VSPTZIP4C44WSL-X25IR (Coming Soon)



6MP PANORAMIC TURRET IP CAMERA

With Color 24/7 and Active Deterrence



NEW ARRIVAL: CMIP3C6PW-28SDL

6MP COLOR 24/7 PANORAMIC IPC

NEW ARRIVAL

The new 6MP Color 24/7 Panoramic IP Camera has been added to our Active Deterrence product line, together with our bestselling 8MP Panoramic IP Camera, to offer options for different budgets.

The new CMIP3C6PW-28SDL features:

- 180° panoramic view to cover more view at less cost
- 24/7 colorful high-resolution imaging for all-day safeguard
- Active Deterrence with strobe lights and built-in audio alarm to warn off intruders
- AI-powered MD 2.0 to detect human/vehicle to minimize false alarms

Check out LTS cameras with Active Deterrence

RETAIL APPLICATIONS

INDUSTRY USE

LTS cameras with Active Deterrence support a broad range of perimeter protection for pre-warning, warning in process, and post-event evidence.

These AI-powered security cameras are widely used in the retail industry to minimize losses from shoplifting, false liability claims, theft, burglary, and other crimes, all without disturbing the customer's experience.

Apply to shopping malls, retail stores, supermarkets, warehouses, parking lots and more.



AFFORDABLE SECURITY RISK MINIMIZATION

CASE STUDY

A large chain store in Delaware required a sophisticated video surveillance system for their new store with an attached warehouse and parking lot. They needed 24/7 clear video footage, efficient monitoring for rapid response, and crime deterrence.

LTS suggested a product portfolio including PTZ, Panoramic, and Dome IP cameras for the best coverage at an affordable cost. Panoramic cameras were installed in their parking lots to provide 24/7 surveillance without blind spots. PTZ cameras were mounted around the warehouse with the ability to zoom in for forensic details when needed. Several varifocal Dome IP cameras were used for checkout lines to capture any suspicious activity. Besides, Enterprise Level NVRs were added for seamless recording.



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