

LTS LINK

OCT 2023



HOLISTIC SOLUTIONS FOR SHOPPING MALLS

INTRO

Earlier this year, the NRF reported a spike in **Organized Retail Crime** (ORC), forcing some retailers like Target and others to close. Yet, security budgets in the retail sector remain unchanged or even reduced.

In response, LTS offers holistic security solutions for shopping malls that enhance both security and customer experience in a cost-effective way. Dive into our latest **Hybrid Illumination** Cameras and industry applications.

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GROWING THREATS IN RETAIL

CHALLENGES

Target is shutting down 9 stores across the San Francisco Bay area, Portland, Seattle, and New York, pointing to escalating organized retail crime (ORC) and theft as factors for this "unsustainable business performance."

The National Retail Federation (NRF) indicates a marked rise in **retail crime** and violence in 2023, with retailers prioritizing ORC 78.1% more than last year. Concurrently, threats like robbery and guest-related violence persist.

Despite these challenges, **security budgets** in retail remain static or even diminished. A recent Genetec report shows 34% of retailers anticipate steady budgets, while 16% foresee cuts, underscoring the challenge of enhancing security within tight financial constraints.



TRENDS

"Doing more with less" is the mantra for today's retail security leaders, emphasizing tech-driven and cost-effective solutions. Here are the trends:

- **Eco-Efficiency:** Implement environmentally friendly surveillance systems that prevent nighttime light pollution, and harness green energy sources like solar panels for power savings.
- **Smart Video Insights:** Utilize video analytics to enhance business operations— from monitoring in-store traffic with people-counting cameras to vehicle management with LPR cameras.
- **Strategic Centralization:** A rising trend sees localized security operations merging into broader regional or national hubs, ensuring comprehensive oversight not just in retail stores but throughout the supply chain, including distribution centers and warehouses.

Source: [NSJ Online](#), [NRF](#), [SecurityInfoWatch](#)



SECURITY SOLUTIONS FOR SHOPPING MALLS



With rising retail losses and tighter budgets, the demand for effective security remains high. LTS offers comprehensive security solutions for shopping malls that enhance in-store traffic management, streamline parking, and establish cost-effective and proactive security measures.



Parking Lots

CMIP9C82W-28SD-B4G

4G camera with solar panel and rechargeable batteries

PTZIP778NW-X25IR

PTZ with Smart Tracking and Active Deterrence

CMIP7943WLPR-32R

License Plate Recognition (LPR) camera for vehicle management



Indoor Areas

CMIP3C82WI-28MDA

4K Hybrid Illumination camera for light-sensitive scenes

CMIP3C8PW-SDL

Panoramic camera to cover large FOV without blind spots

CMIP7553W4-SZ8

Multi-lens camera to monitor various angles economically



Corridors

CMIP7243W-SDZ

Varifocal dome for zoomed-in details in corridors

CMIP3142W-28SDA

Mini dome for discreet surveillance in elevators

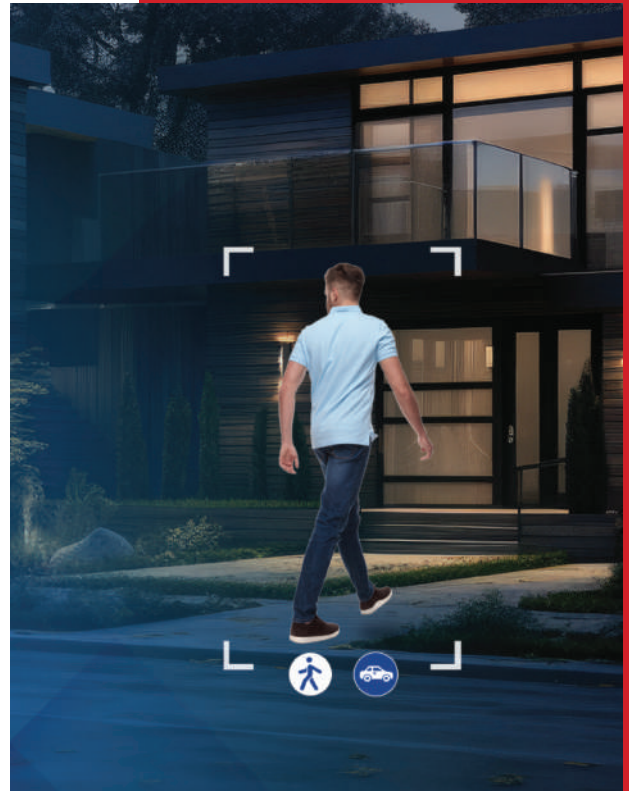
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HYBRID ILLUMINATION IP CAMERAS

FEATURED

The latest LTS security cameras seamlessly integrate Color 24/7, MD 2.0, and **Hybrid Illumination** technologies, offering unparalleled versatility with three distinct lighting modes: IR, white light, and hybrid mode.

Tailored for light-sensitive scenarios, users can effortlessly choose the optimal illumination for their settings. Upon detecting a human or vehicle, the cameras automatically illuminate the area with white light to record in color. In their absence, the cameras discreetly default to IR mode. Thanks to advanced confocal technology, this switch between IR and white light is instantaneous, ensuring consistently stable and sharp imaging.



Hybrid Illumination Cameras

<u>SKU</u>	<u>Housing</u>	<u>Resolution</u>
CMIP3C82WI-28MDA (New)	Turret	8MP
CMIP7C82WI-28MDA (Coming Soon)	Dome	8MP
CMIP8C82WI-28MDA (Coming Soon)	Mini Bullet	8MP
CMIP9C82WI-28MD (Coming Soon)	Bullet	8MP
CMIP3C42WI-28MDA / CMIP3C42WI-MDA	Turret	4MP
CMIP7C42WI-28MDA	Dome	4MP
CMIP8C42WI-28MDA	Mini Bullet	4MP
CMIP9C42WI-28MD	Bullet	4MP

Highlights:

- Hybrid illumination technology enables seamless switching from IR to white light when detecting a human or vehicle
- Color 24/7 technology adds excellent night vision
- MD 2.0 human and vehicle classification minimizes false alarms
- The worry-free installation prevents light pollution, camera exposure, or other concerns
- LTS Connect mobile app provides remote control

HYBRID ILLUMINATION APPLICATIONS

INDUSTRY USE

LTS security cameras with Hybrid Illumination technology offer three supplemental lighting modes, which are tailored to suit various applications, from restaurants and retail stores to residences, property perimeters, and urban roads.

Consider a retail store scenario: constant white light throughout the night isn't necessary given the lack of activity. Our Hybrid Illumination cameras present a solution – they deliver colorful imaging on demand. The visible white light activates only upon detecting a human or vehicle, ensuring color & clarity when needed. In other instances, the camera seamlessly switches to IR, maintaining its discreet presence.



UPGRADED SECURITY FOR A RETAIL GIANT

CASE STUDY

Challenge: A leading North American retail chain with over 500 stores aimed to upgrade its surveillance against crime. The vast floor space posed cabling challenges for installers, and the retailer sought a cost-effective solution.

Solution: LTS suggested installing Hybrid Illumination Dome Cameras ([CMIP7C42WI-28MDA](#)) for hallways, LPR and PTZ Cameras for outdoor areas and parking lots, 4K Hybrid Illumination Turret Cameras ([CMIP3C82WI-28MDA](#)) for warehouses, and 32-channel NVRs with 16 PoE ports to unify the whole system.

Results: The retailer was satisfied with the effective, cost-efficient, centralized video surveillance system that protects their stores and staff across the states.



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