Security That Does More: Pelco’s Surveillance Solutions for Shopping Centres
Ranging from a small stretch of clothing stores to multi-story megamalls, the retail industry continues to grow across the globe. As a result, it is crucial that decision makers invest in video surveillance systems that keep shopping centres in mind.

However, tackling the numerous challenges that come with monitoring such environments can be overwhelming for even the most seasoned security professional. For one, there is the obvious task of ensuring public safety and minimizing theft with a video surveillance solution without placing strains on operational budgets.

Whether you’re tasked with carrying out loss prevention investigations, responding to a potential terrorist attack, or thwarting cyber-attacks that can compromise sensitive information, there are multiple layers of security that need to be considered.

Pelco understands the unique and complex security needs within shopping centres of all shapes and sizes, so we offer intelligent, yet affordable end-to-end video surveillance solutions that not only secure customers, employees, and assets, but also offer valuable insights on customer trends so shopping complexes can get an edge over competitors.

Find out how out how Pelco helps boost operational efficiency in shopping centres.

**Our Solutions for Increasing Customer Safety and Satisfaction**

- **Manage Critical Threats**
  VideoXpert offers real-time event detection of people, vehicles, and static objects by way of automatic alerts, camera tracking, and advanced video analytics so security managers can respond within seconds. This not only replaces manual video review, but also mitigates property damage and potentially saves lives.

- **Proactive Cybersecurity**
  Pelco helps you adopt a proactive approach to cybersecurity so you can mitigate data breaches. We offer solutions that keep cybersecurity in mind through every step of the design process, and our policies and resources are here to help you establish a cybersecurity system that keeps sensitive data safe.

- **Improve Traffic Flows**
  Shopping centres are notorious for becoming crowded and chaotic spaces, especially when it comes to vehicular traffic. Security managers can use our automatic license plate recognition (ALPR) software, VideoXpert Plates, to help improve traffic and establish access control across the centre.

- **Discreet and Secure Operations**
  Pelco is the only manufacturer that offers a Special Modification Requests (SMR) program, which allows for custom solutions that seamlessly blend in with the aesthetic design aspects of the shopping centre and respect customers’ privacy.
Our Solutions for Enhancing Visibility and Detection

• **Eye Level Views**
  With a 12MP fisheye lens and a choice of outdoor and indoor models, security operators will be able to experience dewarped panoramic views in areas that require eye-level coverage with the **Evolution 180** camera.

• **Superior Image Quality, Even in Difficult Lighting**
  For security professionals who need a surveillance solution that doesn’t sacrifice visibility for low light capabilities, the **Spectra Enhanced** camera offers 1080 HD resolution. And with anti-bloom technology and proprietary image processing, SureVision 3.0 gives you access to sharp images in low light conditions such as parking lots at night. The **Spectra Pro IR 2MP** camera also features True Wide Dynamic Range, which equalizes images where there are very bright and dark areas in one scene. This is especially useful for indoor cameras that also cover glass entrances.

• **Seamless Visibility**
  With **Pelco Camera Link**, you have access to a solution that can automatically track people or objects of interest. It allows you to combine the capabilities of our **Optera camera**, which provides seamless panoramic coverage, and our **Spectra Enhanced**, with 30x optical zoom for enhanced visibility and detection.

Our Solution for Efficiently Monitoring Multiple Shops and Properties

• **Remote Monitoring Across Multiple Properties**
  For security operators who need ways to effectively secure multiple shops or properties, Pelco Elevate is a cloud-based service that provides remote video surveillance monitoring of VMS licenses, camera firmware, server software, and overall system health.

Our Solution for Addressing Incidents Such as Theft and Vandalism

• **Cut Down on Shrinkage**
  Investigating loss prevention incidents such as theft and vandalism don’t have to be a long, expensive process. VideoXpert includes a Quick Investigation Tab that makes the process efficient, which means incidents are resolved faster. VX also includes motion detection analytics, which automatically tracks activity throughout the scene.
Our Solutions for Maximizing Profits

• Stay on Top with Customer Insights and Trends
Don’t settle for surveillance solutions that just secure shopping centres. In addition to a highly reliable and efficient system that protects customers, IT managers and directors can take advantage of VideoXpert's heat mapping technology and people counting analytics for an effective source of marketing data that has the potential to increase profitability throughout the centre.

• Save on Bandwidth Costs
To help reduce costs associated with bandwidth, Pelco offers edge analytics that operate directly on the camera. This solution can be used to curb activity like loitering with motion detection analytics on the edge.

Contact your local Pelco sales representative or visit our page to learn more about the surveillance solutions we offer shopping complexes.

See our video on shopping centre solutions.