MARKET APPLICATION SUITE

ACTi's Customized Solution for Business Intelligence and Operation Management

- Retail

- Parking Lot

- Factory

- Logistics

- Mobile Vehicle

MARKET APPLICATION SUITE

INTRODUCTION

ACTi Market Application Suite (MAS) is a cloud-ready solution that uses video analytics to optimize business intelligence and operation management through comprehensive reports and real-time event handling. It can detect events and respond in real time, such as notify employees when customer is interested in a product or call security when a stolen car is detected. ACTi MAS also aggregates big data into dynamic and easy-to-understand insights, for example, relationship between visitors' age and revenues, to help the executives make the right managerial decisions.

CONTENTS

RETAIL APPLICATION SUITE

Business Intelligence

Traffic Performance

With the ACTi People Counting Camera, the number of people that enter and leave the store can be counted automatically. Learn exactly how many customers come to shop during peak hours so you can adjust employee schedules accordingly.

Total Occupancy

Your business is doing great! You've got more customers coming into the store than you can keep track of. Maintain a comfortable shopping experience by ensuring the total number of shoppers doesn't exceed a specified limit or maximum occupancy.
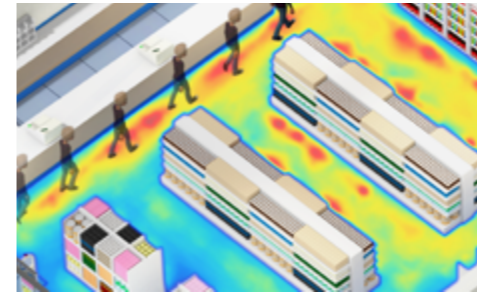
Conversion Rate

Integrate your POS machines with the ACTi system. When combined with ACTi people counting solutions, get an accurate look at conversion rates by comparing the total number of customers who entered the store against the total number of purchases made.

Customer Demographics

Accurately and automatically track how effective your marketing promotions are at pulling specific market segments with ACTi's advanced gender and age analytics.

Layout Efficiency

With ACTi's heat map technology, gain insight into the most typical walking paths taken by your customers. With this knowledge, be able to better evaluate the positioning of shelves and aisles to ensure maximum layout efficiency.
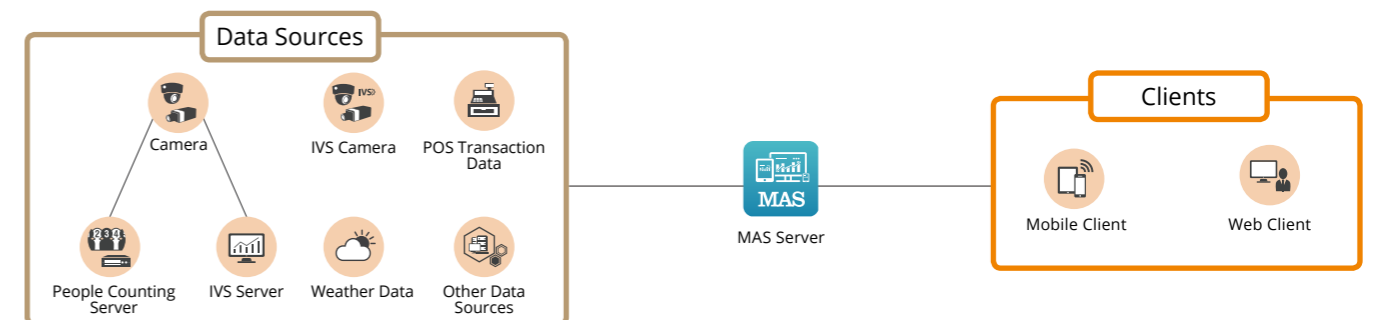
Area Interest Intensity

Ever wonder which area of your store is most popular among your customers? Stop guessing! With ACTi's Area Interest Intensity, measure how often customers view a product area and the amount of time they spend browsing.

Area Selling Potential

ACTi's Area Selling Potential feature compares data from Area Interest Intensity with POS transactions allowing store management to take an in-depth look at the sales of specific products. Are there any products which have a high level of interest but a low conversion rate? If so, managers can take action to better understand the situation and implement new strategies to boost sales.

SOLUTION ARCHITECTURE

RETAIL APPLICATION SUITE

Operation Management

Incident Management

In large retail chains, when incidents such as customer complaints or theft occur, relevant information is often written down on a paper-based form. This makes tracking the status of the incident rather complicated and time-consuming. Go digital with ACTi's MAS and have a single web-based platform to manage all customer and employee related incidents.
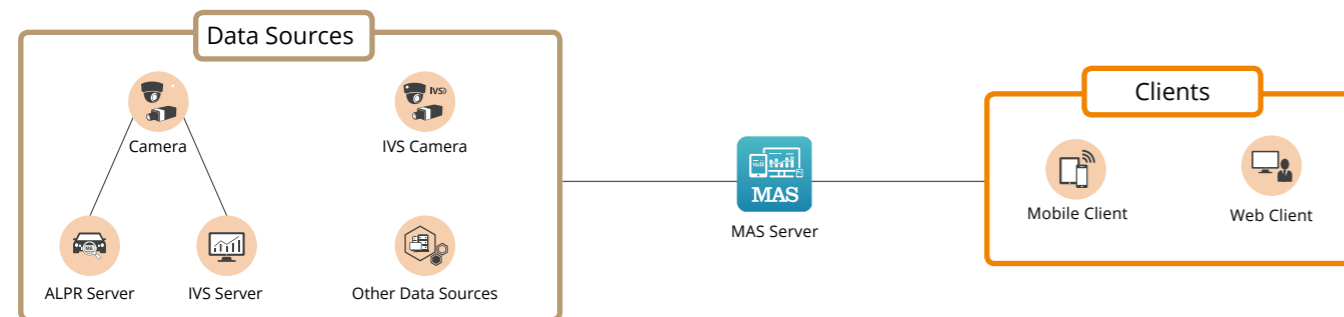
Exception Reporting System

ACTi's Exception Reporting System integrates POS machines with ACTi video analytics to provide managers with a single platform to track user defined events. For instance, use the system to help investigate internal fraud. Get notified anytime a POS transaction occurs without a person present in front of the counter.

Full Car Service Center System

In vehicle service centers, a paper-based system is commonly used to manage customer transactions. However, key information may get lost during the process. ACTi's Full Car Service Center System can take photos automatically from a variety of angles and save them on cloud storage. Combined with ALPR, the photos can be linked to drivers' license plates and personal contact info. Scheduled appointments can also be managed through this system.

SOLUTION ARCHITECTURE

PARKING LOT APPLICATION SUITE

Operation Management
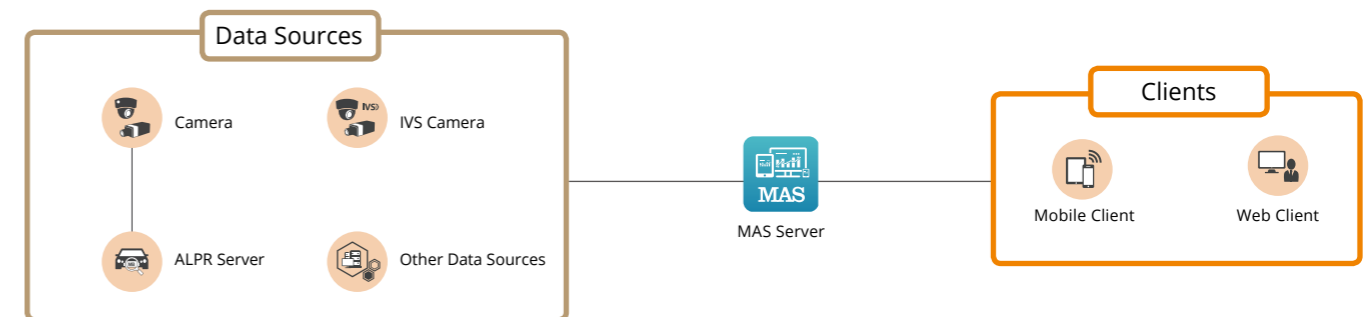
Black / White List Control with ALPR

ACTi's Automatic License Plate Recognition (ALPR) MAS can help users manage inbound and outbound vehicles by distinguishing between black and white listed cars, and perform a predefined action in response to detection. This can be utilized in a variety of different locations. In a residential development, for example, this may be used to open a gate for recognized (white-listed), or alerting the authorities should a known and unwanted solicitor attempt to enter the premise (black-listed).

Centralized Management

With multiple parking lots, tracking license plates that enter and exit the premise often means accessing data from several different devices and platforms. ACTi's ALPR MAS simplifies the management of license plate recognition across multiple parking lots by providing a single platform to store and visualize all data in real-time.
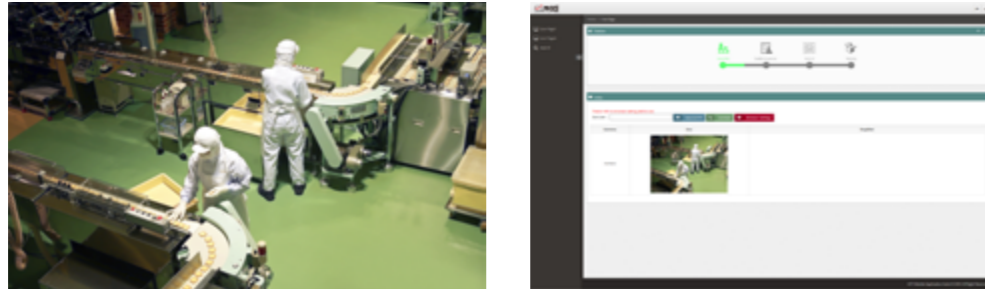
SOLUTION ARCHITECTURE
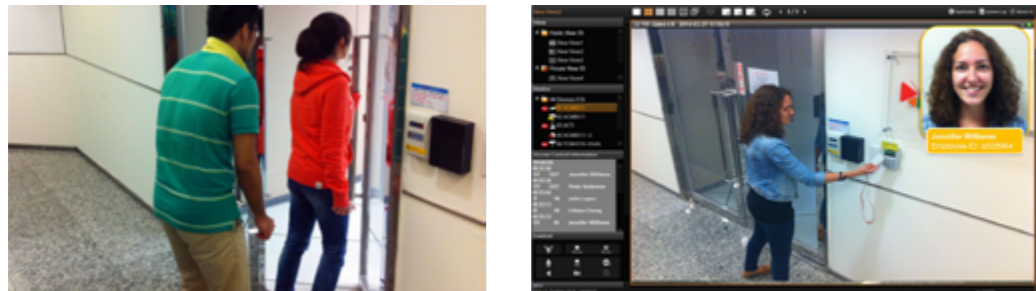
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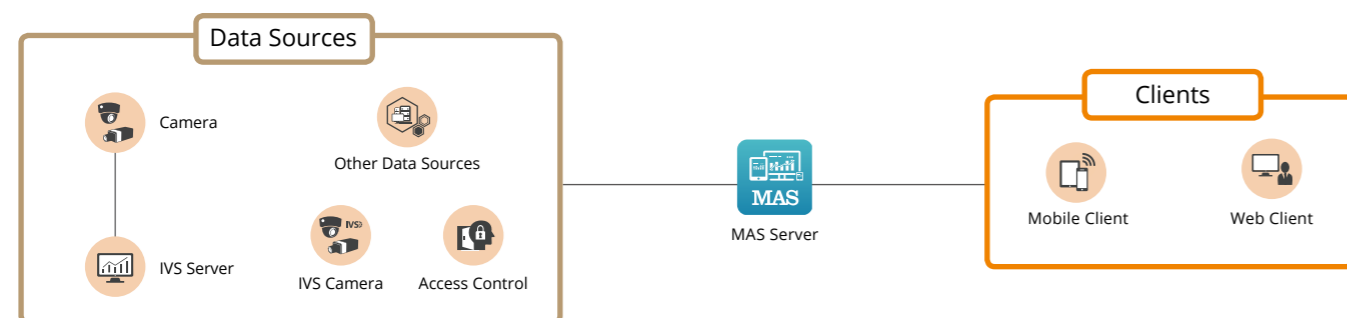
Operation Management

Remote Process Control

Volatile working conditions may unnecessarily risk employees' health. With ACTi's MAS, you can execute processes and validate by remote triggering. Devices that are connected to ACTi's cameras can be monitored by e-map, and the server will keep a record in a timeline along with the associated video of the device in operation.

Access Control

Some special areas only allow specific people to enter. However, the entry log may not match the accessing person or notice people who tail behind and gain entry without permit, resulting in identity fraud. MAS Access Control System can help you manage such incidents by simultaneously providing video proof and an entry log for verification.

SOLUTION ARCHITECTURE

Data Sources
- Camera
- Other Data Sources
- IVS Server
- IVS Camera
- Access Control

MAS Server

Clients
- Mobile Client
- Web Client

LOGISTICS APPLICATION SUITE

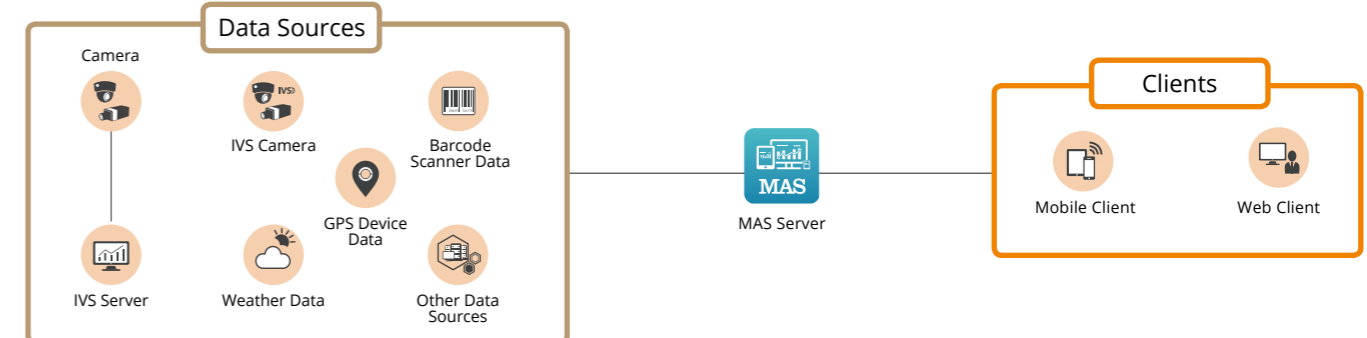Operation Management

Logistic Goods Tracking

Integrate your barcode scanning data with ACTi MAS and track the flow of goods from the factory to the end user with video based evidence.

Warehouse Traffic Optimization

Identify congestion in aisles through ACTi's heat map and relocate products to boost delivering efficiency. Ensure the quickest and most effective product placement to save both time and money for your business.

SOLUTION ARCHITECTURE

Data Sources
- Camera
- IVS Camera
- Barcode Scanner Data
- GPS Device Data
- IVS Server
- Weather Data
- Other Data Sources

MAS Server

Clients
- Mobile Client
- Web Client

MOBILE VEHICLE APPLICATION SUITE

Operation Management
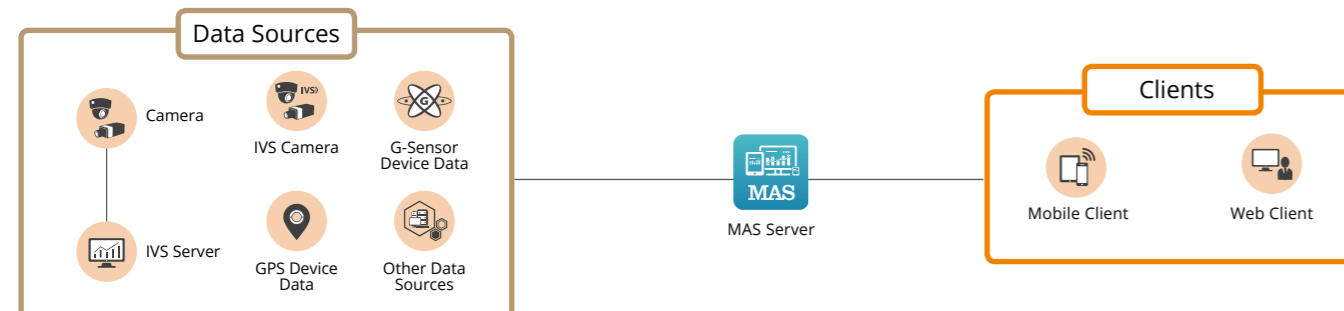
Logistics Fleet Management

ACTi's Logistics Fleet Management MAS provides real-time tracking of vehicle location and other relevant information such as approximate vehicle speed, estimated arrival time, and more to assist fleet operators in managing their team.

Public Transport Fleet Management

ACTi's Public Transport Fleet Management MAS provides security operators with a detail look into public transportation vehicles. Let MAS automatically track vehicle location and determine the approximate number of passengers on board.

SOLUTION ARCHITECTURE

Data Sources

Camera
IVS Camera
G-Sensor Device Data
IVS Server
GPS Device Data
Other Data Sources

MAS Server
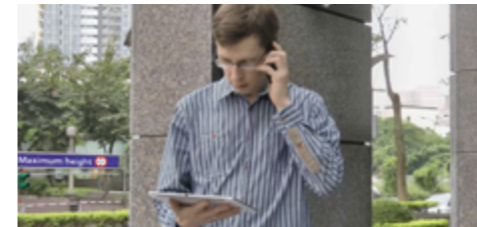
Clients

Mobile Client
Web Client

5 REASONS FOR CHOOSING ACTi MAS

Metadata Aggregator

ACTi MAS can process a variety of different types of metadata and perform meaningful comparisons to provide managers a clearer picture of their business.

Real Time Notification

Keep track of the metrics important to you with real time updates.

Rule Engine Maker

Users can customize MAS platform according to personal habits and also integrate with third party systems.

End-to-End Solution

The ACTi solution incorporates cameras, analytics servers, and the MAS Server to provide you with a complete solution capable of meeting all your needs.

Flexible MAS Type

Have special installation requirements? No Internet access? No worries. ACTi provides MAS in three forms: standalone, software based, and cloud based to meet the needs of any installation environment.

ACTi, YOUR BEST PARTNER IN BUSINESS MANAGEMENT

ACTi's intelligent video security system can safeguard users' premises day and night, 365 days a year. The underlying video management system can be installed on-site as well as in the cloud for unlimited remote access. The Market Application Suite (MAS) is a cloud dashboard that streamlines enterprise's operation management and delivers valuable business intelligence insights in the form of graphs and charts through its user-friendly interface. It is accessible from anywhere, anytime.

Increase the revenue and maximize operational efficiency with ACTi now!

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