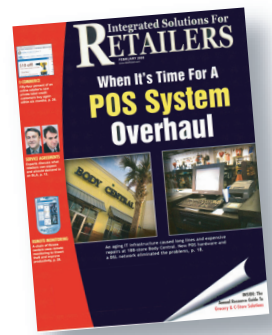


Integrated Solutions For RETAILERS



Improve Loss Prevention With IP Video Surveillance

A networked video software application reduces fraud at a Texas grocery store chain and easily integrates with existing analog cameras. By: Andrea M. Strle

A recent spike in fraud and identity theft at its Texas grocery stores in the last 12 months has taught United Supermarkets the importance of loss prevention. It's particularly important to Todd Reynolds, director of loss prevention for the supermarket chain.

Reynolds joined the company two years ago to deploy the company's loss prevention team. He has taken the company from a nonstandardized system, in which only some of its stores were operating with a variety of analog security cameras, to a chain-wide, uniform Internet Protocol (IP) video surveillance system. While Reynolds is still implementing the new system, he says the supermarket chain already is seeing the benefits of this high-tech tool.

"I don't know about other retailers, but we have been experiencing a spike in all kinds of fraud – from credit card fraud and identity theft to counterfeit checks and organized retail crime," Reynolds said. "Unless you have security personnel on every aisle 24 hours a day, you don't see it and can't stop it as it is happening. You have to rely on video of recorded events and piece it together. This new system has put us in a better position to prevent fraud and hopefully apprehend the responsible parties."

IP System Provides High-Quality, Reliable Security Surveillance

To meet its loss prevention needs, United Supermarkets, which operates 46 stores in north and west Texas under the banners United Supermarkets, Market Street, and Amigos United, selected On-Net Surveillance Systems, Inc. (OnSSI) last fall. OnSSI produces intelligent IP-based video surveillance technology, including a wide range of software solutions. United Supermarkets is using OnSSI's NetDVMS network video recorder (NVR) and camera management software suite on its servers and NetGuard-EVS on its workstations and remote clients.

"We are deploying about seven or eight stores a

year with IP camera systems, using OnSSI's enterprise software," Reynolds said. "To date we have installed 12 retail locations with OnSSI's product, and we hope to have all of our stores installed by the middle of next year."

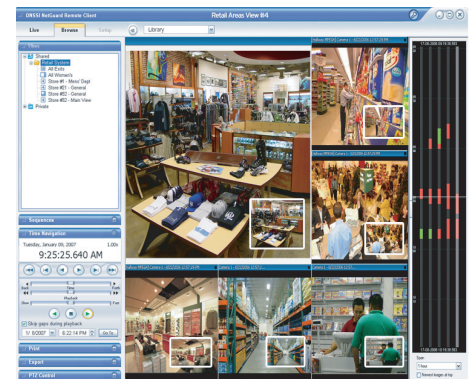
OnSSI's network video recorder software application allows its clients to view, manage, and record closed-circuit television surveillance cameras at any number of facilities, using a standard PC and Internet browser from one central location. It offers recording and archiving capabilities, the management of an unlimited number of cameras at multiple sites with time-synchronized playback control and navigation maps for quick access to cameras, and database management. The security video also can be accessed through a variety of intelligent video delivery clients, from handheld devices to full-scale video wall displays. The NetGuard-EVS remote client supports multiple physical monitors with up to 64 cameras displayed in each, with monitoring, investigation, and video delivery tools.

Convert Analog Cameras To IP

NetDVMS supports all leading manufacturers' IP and analog cameras as well as encoders. NetDVMS' open-APIs enable integration with various systems, including access control, point of sale, and video content analysis systems. Reynolds found this feature particularly attractive.

"We were able to convert our analog cameras that we were already using into an IP signal feeding into the server," Reynolds said. "OnSSI allowed us to avoid converting our DVRs and instead convert our analog cameras to IP." His staff, which is a combination of off-duty and retired law enforcement officers, was receptive to the intuitiveness of the OnSSI product with its large buttons and short words, he said.

"When we have a theft or fraud incident, we have to rely on video of recorded events to piece it together," he said. "From a forensic video analysis perspective, it is no contest with these IP cameras compared to analog. The image quality



The OnSSI IP versatile video surveillance system offers reliable, high-quality video that integrates with existing security cameras.

is so much better. The police from an evidence standpoint are really onboard with this. They experience a high conviction rate thanks to the way we can get video images from the OnSSI software, which facilitates almost instantaneous communication among our people in the area. They can distribute high-quality stills to personnel in-store and hopefully prevent fraud from continuing in a given area and apprehend the responsible parties." Using the OnSSI IP video surveillance system, Reynolds said in one weekend they were able to apprehend a suspect who had been committing return fraud and several people involved in a counterfeit ring.

"With this technology, at the entrance of the store we positioned a uniformed officer equipped with a PDA running the OnSSI software," Reynolds said. "Not only does the officer have a presence at the front of the store, but he can access any camera in the store and view it on the PDA. Thus, he's a visible deterrent, and he can surveil potential issues at the same time." Reynolds adds that several locations that installed the new OnSSI system have experienced as high as a 30% increase in gross profit over the same period last year.

