



AVIDBEAM TECHNOLOGIES

# Retail Sector Solutions

In today's digital age, conventional retailers must adjust and start innovating to avoid falling behind. Video Analytics allows for a greater understanding of consumer views, preferences, and purchasing patterns which was only available for e-retailers. AvidBeam software modules automatically analyzes video surveillance live streams to extract wealthy useful business intelligence information.

# Retail

With AvidBeam Solutions, conventional retailers can replicate e-retail analytics experience. It aims to provide store owners with intelligence related to business operations such as customer count, demographics, pathway, and marketing graphs for distribution, density and pathway analysis.



Ease of  
Integration



Cost  
Saving



Customer  
Centric



Scalability &  
Flexibility



Efficiency  
Optimization

## Sector Challenges

- ✓ Safety & Security
- ✓ Increased Sales

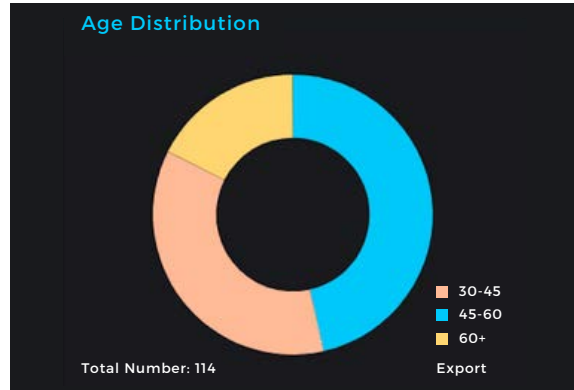
- ✓ Customer Journey
- ✓ Staff Management

## AvidBeam Solutions Can Help You Transform Your Business Operations, Safety and Security Challenges

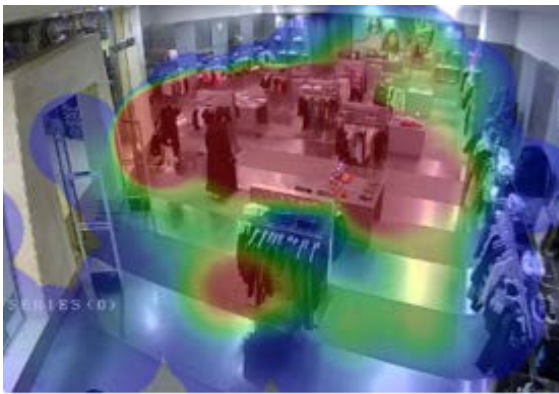
- Visitor Count
- Visitor Gender & Age Distribution
- Customer Flow & Distribution Analysis
- Heat Map Analysis
- Cashier Queue Management
- Correlation among Advertising Campaigns & Customer Count
- Visit Pathway Analysis
- Manage Store/Mall Occupancy
- Access Density Analysis (access volumes based on time-of-day)
- Customer Traffic Forecast Based on Historical Data
- Graphical Representation of Data
- Diversified Set of Configurable Alarms



Visitor Count



Age/Gender Distribution



Heat Map Analysis



Area Density Analysis

## AvidBeam's Comprehensive Dashboard

- Comprehensive View
- Customizable Layout
- Custom Queries
- Custom Reports
- Fast Advanced Search
- Custom Widgets

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AvidBeam® is an AI video analytics company that pushes the boundaries of video processing capabilities with big data distributed architecture. Its expertise in computer vision, deep learning, visualization and neural networks enable AvidBeam® to offer scalable video analytics solutions for security, safety and business intelligence applications to its customers. AvidBeam team delivers video processing and analytics products cutting across various verticals and geographies including Smart Cities, Smart Retail, Transportation, Oil & Gas, Healthcare, Education, etc in the Middle East, Gulf and North America. Headquartered in the Netherlands with teams in the US, Egypt and Saudi Arabia



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