



THE 5 BENEFITS OF USING ARTIFICIAL INTELLIGENCE IN VIDEO SURVEILLANCE

What are the advantages of AI-enabled security cameras over conventional cameras?

1. EXPANDS PROCESSING CAPACITY

The first big difference is the technology's ability to process large amounts of data in real time. Even for a trained eye in a store equipped with a hundred surveillance cameras, it would be difficult to spot every incident of suspicious behaviour.



This means that 95% of thefts currently slip through the net, when AI can actually detect 98% of them.

5 TO 10 %

of thefts are detected using conventional solutions.

Another advantage: Artificial Intelligence cannot only process a much larger volume of data, but more importantly, it has the capacity to sort the data, relaying only the most relevant information to security agents. It thereby provides a real aid to decision-making.

But ultimately, it's always the human who decides!

2. MAKES SECURITY SYSTEMS MORE WIDELY ACCESSIBLE

As explained above, hiring a full-time security agent is expensive.

Consequently, many smaller local stores have no choice but to go without one.

Even though video surveillance already provides a certain level of efficiency, thanks to Artificial Intelligence small retailers can now enjoy the same level of quality and security as any supermarket store.

With AI, cutting-edge technology becomes easily accessible to small retailers, both in terms of costs and uses.



Benoît COAT
Le Millénaire Pharmacy



“Before, I used to manage the security of goods and people myself, using the services of a security company and with the help of my teams... Now, Veesion enables me to detect things that we didn't use to.”



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3. BENEFIT FROM CONTINUOUS IMPROVEMENT

The principle of Artificial Intelligence is based on **deep-learning**, i.e. the ability to learn by itself over time.



This means that the more the retailer uses the security system, the more **accurate and efficient it gradually becomes**. What's more, it can do this without any additional training or upgrade costs for the user.

AI will even be able to identify new patterns, and new kinds of suspicious behaviour.

“Each month, across the 3,000 stores worldwide now equipped with the technology, we receive and relay data on **over 100,000 analysed suspicious movements** deemed relevant by retailers. This is the equivalent of **two to three thefts being prevented each day** for the businesses most affected by shrinkage.”

Benoît Koenig, CEO, Veesion



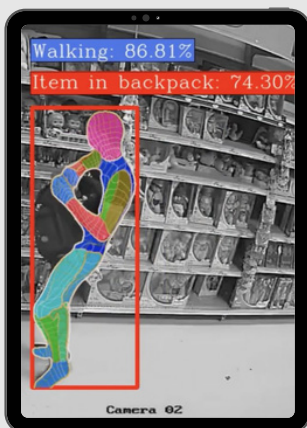
4. TAKES AN ETHICAL APPROACH TO SECURITY

Contrary to popular belief, Artificial Intelligence does not recognise people as such. It detects suspicious movements.

Consequently, when used with CCTV surveillance, AI is not affected by human bias or prejudice.

This means that, with AI, decisions can be taken based on facts and visual evidence alone. They are not influenced by identity, ethnicity, clothing or even biometric markings such as tattoos.

AI in video surveillance works anonymously.



PERSONAL DATA IS PROTECTED

No storage of personal information

- All video alerts are automatically deleted after no more than 30 days (or less, if requested by the client)

No recognition of individuals

- The AI technology can't tell you: "this is the same individual who came in yesterday at 10am".

No identification of individuals

- The AI technology can't tell you: "this is Mr Smith".

5. PROMOTES NEW USES

Lastly, smart cameras can be used for much more than just theft detection. Discover its many applications:

1 - Safety

Can be used to detect physical accidents (e.g. someone fainting, falling over or being attacked) or damage to property, thus enabling timely intervention by personnel.

2 - Logistics

Can be used to check whether shelves and aisles are clean and fully stocked, and can help show which products are popular, thus helping to anticipate stock-outs and facilitate reshelving operations.

3 - Shopper behaviour

Can be used to determine which product displays shoppers look at the least and which products incite the most interest, as well as those products that are picked up by shoppers but placed back on the shelf (and thus not bought), etc.

Julien De Almeida
Intermarché

Intermar**ch**é

"Veesion allows me to rebalance the role of my teams. My cashiers save time and are less intrusive with customers, and my security guards can be in several places at once!" »



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DETECT THEFT IN REAL TIME WITH AI

VIDEO SURVEILLANCE MEETS AI IN THE FIGHT AGAINST THEFT

Veesion is the first gesture recognition software to be used in the fight against shoplifting.

The principle: prevent theft in real time by combining the power of artificial intelligence with your video protection system. Simultaneous acts of shoplifting and human fallibility are now things of the past.

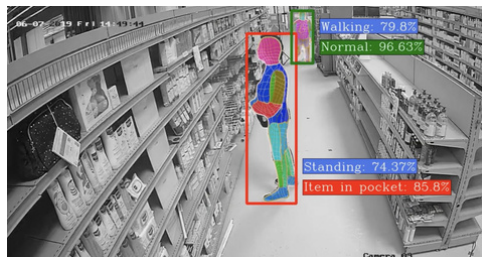
Veesion's smart AI-based anti-theft system is capable of simultaneously analysing footage from all the store's connected cameras, thereby ensuring that any suspicious behaviour is detected in real time and that you are alerted immediately.

HOW IT WORKS ?

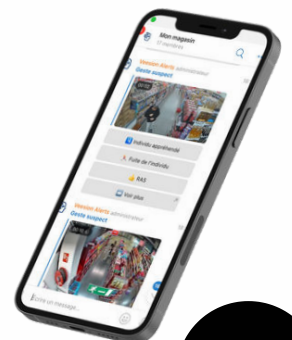
1 - Analyses video surveillance footage



2 - Detects suspicious gestures



3 - Sends a video alert to security teams



DETECT THEFT IN REAL TIME WITH AI

REAL-TIME INTERVENTION TO INTERCEPT SHOPLIFTERS

With this new technology, once our server is connected to your video recorder, it takes less than 30 minutes to synchronise the software with your existing cameras, and to issue the first alerts.

Every time suspicious behaviour is detected, you'll receive a video push notification on your tablet, phone, computer or even directly on your cash registers. This will enable you to quickly identify the suspect and intervene in real time. When presented with the video evidence, the shoplifter will have no choice but to return the stolen item or face a fine or criminal sanctions. In France, shoplifting is an offence punishable by 3 years in prison and a fine of 45,000 euros.

Suspicious gesture detected!

Shoplifter arrested
Theft value: 24\$

Congratulations John Doe,
you've arrested your 87th thief!

Instant video alerts

Plug & Play system

Monthly statistical report

Weekly follow-up report tailored to the needs of each store

CONCLUSION

STOP: IT'S TIME TO ACT!

3/4

Three out of four retailers report having been victims of theft or attempted theft. Stop: It's time to act. This is why Veesion has chosen to help retailers fight this growing scourge.

In addition to providing expert advice on the most appropriate security solutions for your store (e.g. alarms, gates, security guards, and surveillance cameras), we offer a brand new system to help you optimise your shrinkage and thereby ensure significant financial gains.

The only prerequisite: have an in-store video surveillance system!

CONTACT US



Like thousands of other retailers, reduce your theft-related losses by over 60%.

Veesion is a Paris-based AI company founded in 2018, and already employs over 120 people. The company's three founding partners, graduates of HEC business school and École Polytechnique engineering institute, have developed a gesture recognition technology for video footage.

veesion



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