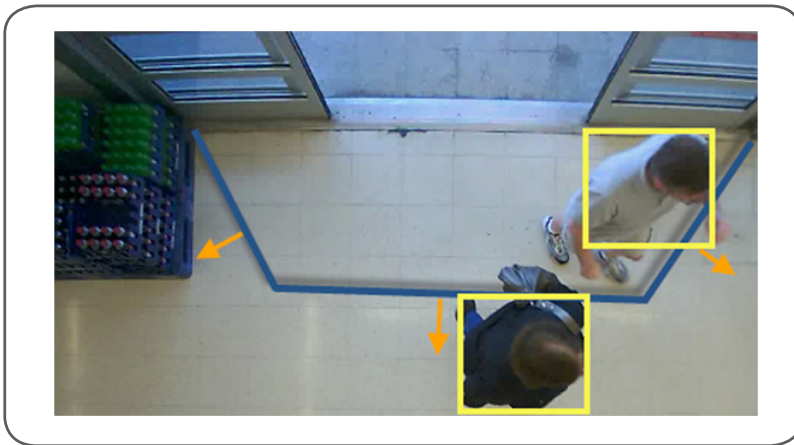




### Envysion Analytics: Intelligent Traffic Counting

Envysion Analytics, a comprehensive traffic counting solution, combines market leading video analytics with the power of Envysion's video driven business intelligence platform to deliver an essential tool to evaluate staffing needs, sales conversion ratios, marketing campaigns and overall store performance. When traffic data is merged with POS and other store information in the Envysion application, retail managers gain an enhanced understanding performance in areas such as sales conversion and instant visibility to the underlying drivers of conversion performance.

Envysion Analytics transforms stand-alone data into actionable business insight by integrating with additional business systems and transforming analytics into a powerful tool for driving bottom-line improvements. Through Envysion's web based application, users can access traffic and conversion based exception reports to identify areas of opportunity across marketing, operations, sales, and of course loss prevention.



*Sample Screenshot of Envysion's Counting Analytics*

### Product Features

#### ● Best in Class Technology

Envysion Analytics is powered by the industry's leading camera based analytic technology providers.

#### ● Integrated Reporting & Alerting

User-friendly dashboards and alerts that are seamlessly integrated to your other business data and accessible through Envysion reports.

#### ● Accuracy and Consistency

Ensure consistent tracking delivering reliable metrics and trends overtime.

#### Web Accessible Settings

- Set demarcation line, adjust settings and validate traffic accuracy all through your Envysion web application.

#### Ongoing Validation

- Validate ongoing accuracy weekly with your Envysion Analytics Monitor report. Our customizable report highlights anytime data is outside of expected ranges.

#### Easy to Use Web Interface

- 100% web-based with intuitive web browser interface.

**Contact us to learn how Envysion Analytics can improve your marketing, sales, operations & overall profitability**

## Envysion - Sony Analytic Solution

Sony's advanced high-definition cameras coupled with analytic capabilities provide customers with an enhanced user experience and vast amounts of intelligence that extend well beyond traditional security applications. Sony's cameras deliver outstanding picture quality with high resolution and accurate color reproduction.

The Envysion-Sony joint analytic solution leverages Sony's DEPA (Distributed Enhanced Processing Architecture) technology to deliver accurate store traffic data and combine it with Envysion's video and business intelligence solution. The combination of Envysion's best-in-class MVaaS technology with Sony's leading cameras and DEPA analytics capabilities allows retailers to effectively leverage traffic data to make real and predictive decisions regarding business operations.

Sony's network camera DEPA architecture enables a new generation of video analytics that are inherently more efficient and effective. DEPA generates metadata sent separately from the digital video stream and the data is merged with POS and other store information within the Envysion application.

The seamless integration with Envysion's video and data intelligence platform allows retailers to combine people counting information with point-of-sale transaction data to calculate store conversion rates, average dollars per transaction and can be used by loss prevention together with exception-based reporting to reduce shrink. One system is leveraged across the organization giving retailers unprecedented visibility into operations to drive profit improvement.

**Analytic Processing on the Camera**

**Integration with MVaaS in the Cloud**

**Single Integrated Solution Accessible Anywhere**



## Product Benefits

- Advanced Sony HD cameras deliver excellent picture quality and detailed images
- Accurate and easy to maintain people counting
- Traffic counting integrated with POS data for sales conversion and advanced reporting
- Single solution delivers people counting together with Envysion's MVaaS capabilities