

CAMSENSE

Camsense Retail Shield

AI-powered showroom protection
for high-value inventory, SOP
compliance, and store intelligence.

[Showcase Protection]

[POS + Video Audit]

[Store Intelligence]



The Shift to Organised Retail Demands Scalable Visibility

US\$80B

Indian jewellery retail sector (2024).

36-38%

Current organised retail share.

43-47%↑

Projected organised share by 2029.

5L+

Local jewellers/goldsmiths currently dominating the market.

Chains need consistent security, SOP compliance, and central visibility across all branches.

The High-Stakes Vulnerabilities of the Showroom Floor



High-Value Counters

Small ornaments, diamonds, and chains can disappear in seconds.

Risks: Customer palming, trays left open/unattended.



Staff Process & POS

Billing edits, tray negligence, and unauthorized item removal require irrefutable evidence.

Risks: Billing manipulation, missing job cards.



Security & Experience

Threats from outside, and lost revenue from within.

Risks: Helmet/mask entry, vault access, poor footfall conversion, slow response times.

The Paradigm Shift: Passive Recording vs. Active Intelligence



Traditional CCTV (Passive)



Camsense AI Lens (Proactive)

State: Reactive (after-the-fact investigation).

Method: Manual scrubbing of hours of footage.

Focus: Broad, unfocused wide angles.

Result: Evidence is often lost, overwritten, or missed entirely.

● **State:** Active (real-time alerts and tracking).

● **Method:** Automated event tagging and clip extraction.

● **Focus:** Precision micro-zones (trays, hands, POS screens).

● **Result:** Immediate escalation, matching video to exact billing anomalies.

360° Showroom Mapping: The Camsense AI Zones

1. Entrance Risk

- Helmet/mask detection, weapons, loitering outside.

2. Counter Zones

- Tray tracking, staff/customer hand mapping, showcase drawer status.

3. Billing Zone

- POS desk monitoring, cashier activity, digital-to-physical item handover.

4. Vault / Back-Office

- Authorized access, after-hours movement, stock-room SOP compliance.



Zone 01: Perimeter & Entrance Threat Detection



- **Helmet / Mask Entry:** Flags suspicious covered-face entry based on custom store SOPs.
- **Weapon-like Objects:** Visual AI alerts for threat-like objects or staff distress signals.
- **Crowd Rush / Forced Entry:** Detects sudden group entry, shutter tampering, and after-hours motion.
- **Loitering Watch:** Identifies individuals waiting unnecessarily near the store entrance or shutter.

Zone 02: Counter Intelligence & Tray SOP Monitoring



1. WAR ALERT: ⚠️

- **Status:** Unattended.
- **Alert:** Tray open without staff present.

2. Drawer Alert:

Left open beyond threshold.

3. Widget

- **SOP Violation:** Too many items out simultaneously.

- **Warning:** Item passed outside camera interaction zone.

The Trajectory Tracker: Defeating 'Palming' and Pocketing

Item Contact

Suspicious Trajectory



Item Contact: AI registers customer hand entering the 'Tray Zone' and making contact with an ornament.



Suspicious Trajectory: The vector path turns amber as the hand moves away from the safe 'Viewing Zone' and toward a defined 'Risk Zone' (bag or pocket).



Movement completed without item returning to tray. Immediate silent escalation triggered.

Bonus Risk Addressed: Also detects 'Item pass-off' (customer-to-customer or staff-to-staff covert handovers).

Zone 03: POS & Video Audit Pipeline



Customer Showing

Video captures tray/item visibility.



Billing Event

Integrates with POS software for bill generation, cancellation, or editing.



Item Handover

AI tracks the physical item passing to the customer.



Audit Clip Attachment

An automated video snippet is permanently attached to the transaction ID.

Audit Capabilities

Edited/Cancelled Bills

Auto-retrieves clips to verify physical item movement.

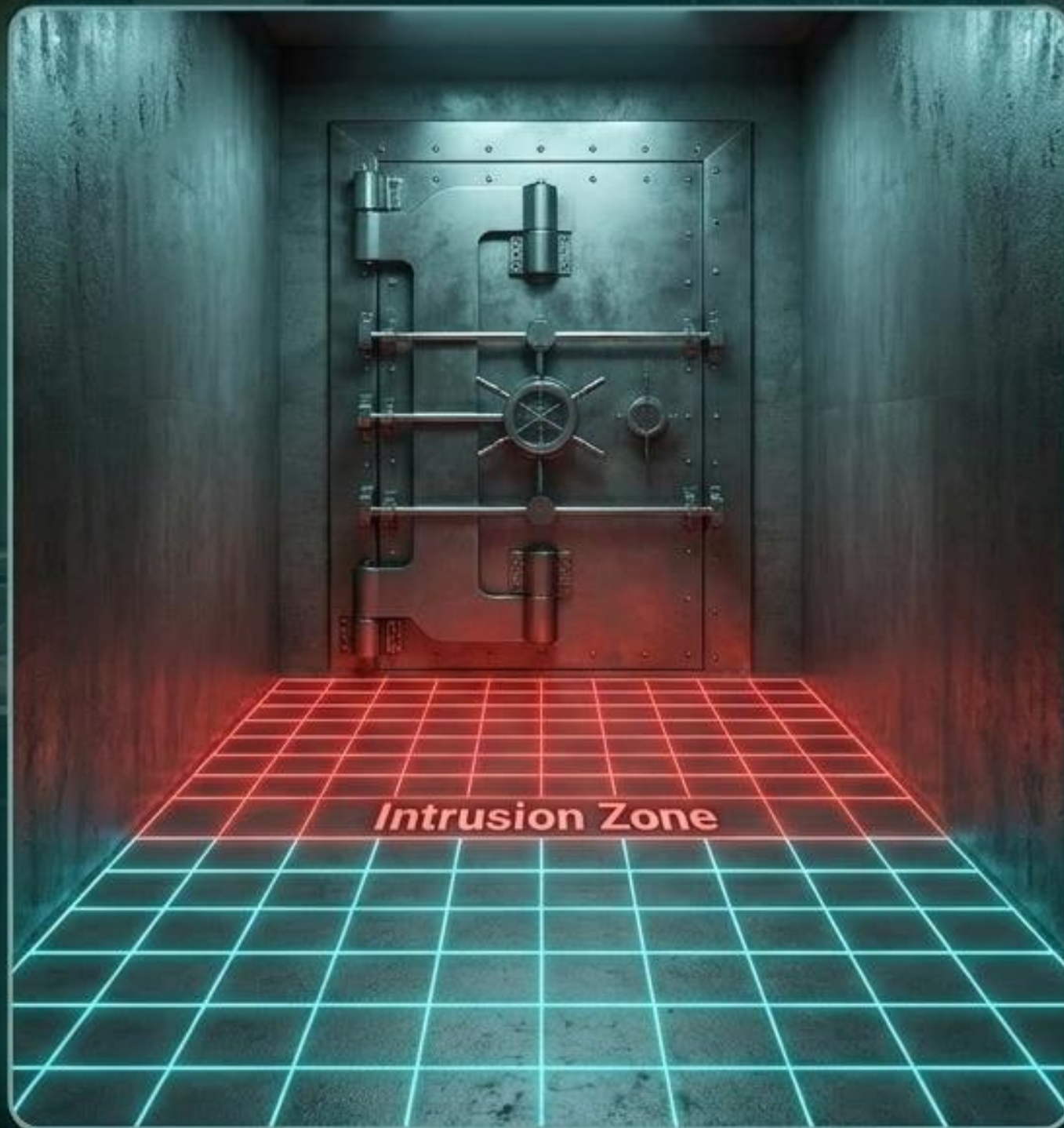
Fake Returns

Compares item back-to-tray vs. POS action.

Manager Overrides

Instant video evidence for the exact moment of an override.

Zone 04: Vault Integrity & Automated Escalation



Key Features

- **Authorized Access Only:** Monitors entry to stock, back-office, and vault areas.
- **After-Hours Movement:** Detects and flags any motion outside of defined operational schedules.
- **Staff Item Removal:** Alerts if an item leaves the showroom/counter area and enters the back office without a corresponding transaction or job card.

Escalation Workflow

Detection

Verification

Multi-Channel Alert

🔔 (Owner Mobile, On-site
🔔 Guard, Siren Trigger,
Agency/Police Notification)

Retail Intelligence: Beyond Security, Optimizing Conversion

428 | Footfall Today

7.4m | Avg. Dwell Time

1.8m | Staff Response Delay

62% | Diamond Counter Share



✓ **Heatmaps:** Identify where customers spend the most time.

✓ **Response SLAs:** Flag unattended customers to improve service speed.

✓ **Peak Hour Planning:** Optimize staffing and guard placement based on predictive traffic.

The Retail Shield Command Center: Unified Multi-Branch Control

Aggregated System Health

 **18** Open Alerts

 **96%** Camera Health

 **5** Stores Above Risk Threshold

 **41** Evidence Clips Today



Alert Feed



10:05 AM
Suspicious Activity - Store 3



10:05 AM
Vault Access - Store 1



10:05 AM
Staff Item Removal - Store 5



10:05 AM
Staff Item Removal - Store 4



Branch Risk Scoring

Compare stores by incidents, SOP gaps, and camera uptime.



Universal Search

Query evidence across the chain by store, counter, employee, time, or transaction ID.



Owner Summaries

Automated, daily WhatsApp/Email-ready containing extracted clips and highlights.

Prove the Impact: 14-Day Flagship Showroom Pilot

We start with one high-value showroom to demonstrate combined security and analytics impact before multi-store rollout.

Pilot Scope

- ✓ Connect 8–10 existing cameras.
- ✓ Cover Entrance, 2–4 Showcases, POS desk, Vault entry.
- ✓ Activate Manager mobile alerts.

Active AI Rules

- ✓ Tray unattended & Showcase drawer open.
- ✓ Customer pocketing/bag movement.
- ✓ Staff item removal without bill.
- ✓ Helmet/mask entry.

Pilot Deliverables

- ✓ Daily incident video clips.
- ✓ Counter risk heatmaps.
- ✓ POS-video audit matching samples.
- ✓ Customized chain-wide rollout & pricing plan.