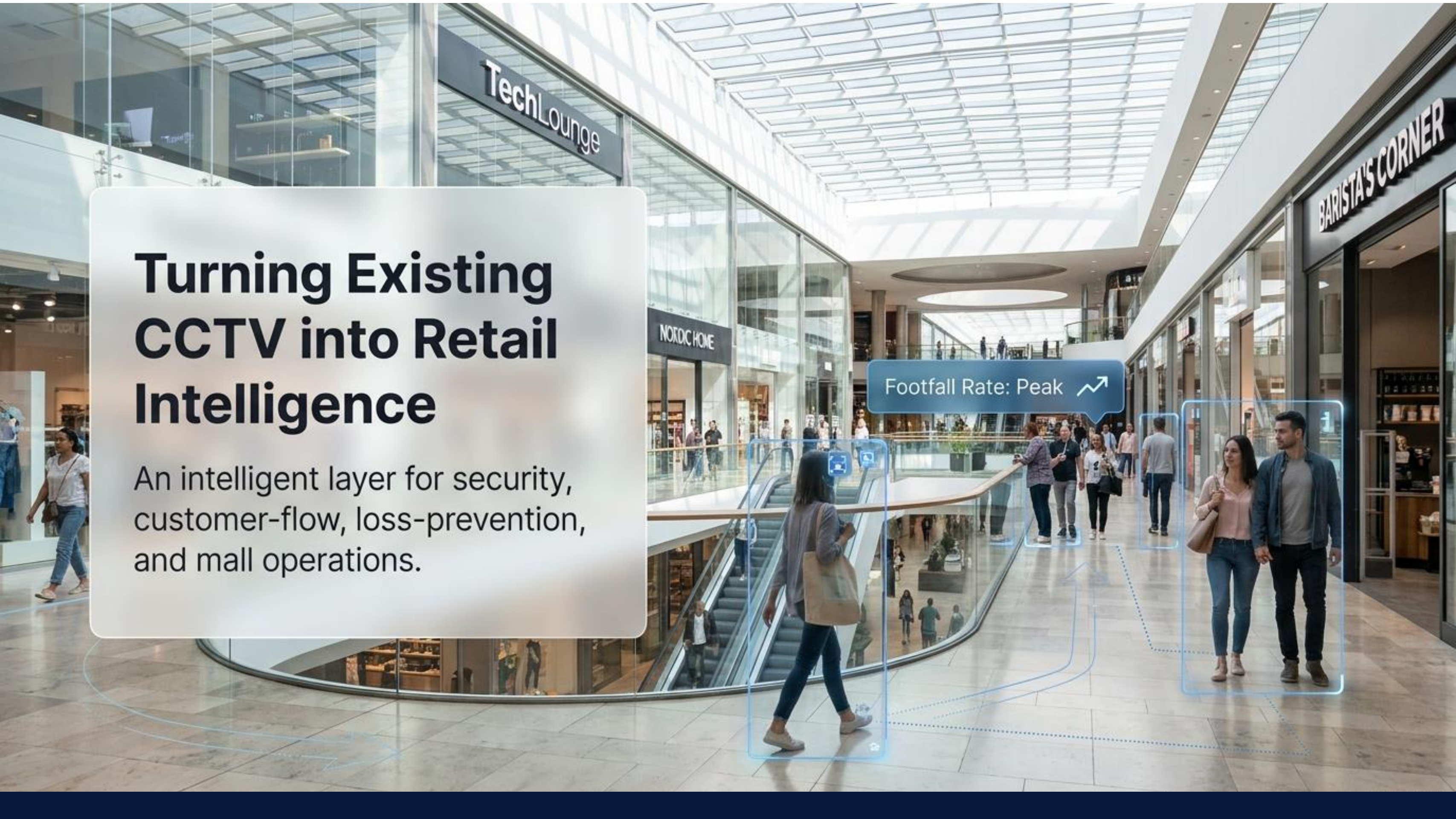


Turning Existing CCTV into Retail Intelligence

An intelligent layer for security, customer-flow, loss-prevention, and mall operations.

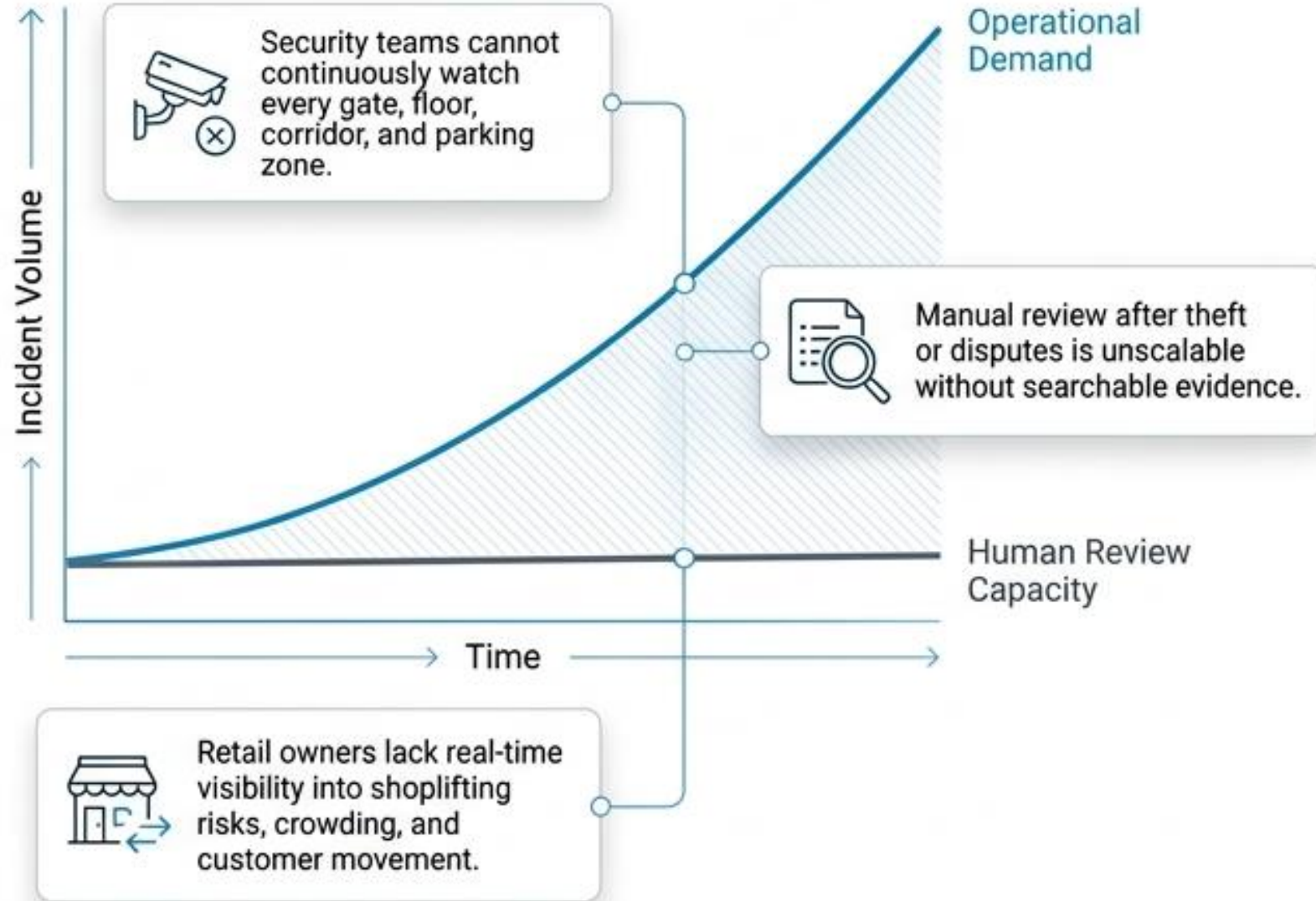
Footfall Rate: Peak 













The Limits of Manual Surveillance

High footfall, multiple entrances, and busy stores create continuous operational pressure.



AR LENS: HUMAN ATTENTION OVERLOAD

The Intelligence Upgrade

	Traditional CCTV	The Camsense AI Layer
Function	Purely Security 	Security + Business Intelligence (Operations & Analytics) 
Stance	Reactive (post-incident review) 	Proactive (real-time alerts based on no-code AI rules) 
Review Process	Slow, manual scrolling 	Instantly searchable face, vehicle, zone, and timestamp-based logs 
Infrastructure	Requires full system replacement 	Leverages existing compatible CCTV/IP/NVR feeds 

Edge-First Deployment Architecture



Input

Reuses existing, compatible CCTV/IP/NVR/RTSP hardware. (Camera repositioning only if recommended).

Processing

Edge/on-premise AI processes video locally for faster response, privacy, and lower bandwidth dependency. (Internet mainly needed for sync/alerts)

Output

Authorized users receive actionable alerts and daily/weekly reports.

The 60-Camera Deployment Blueprint

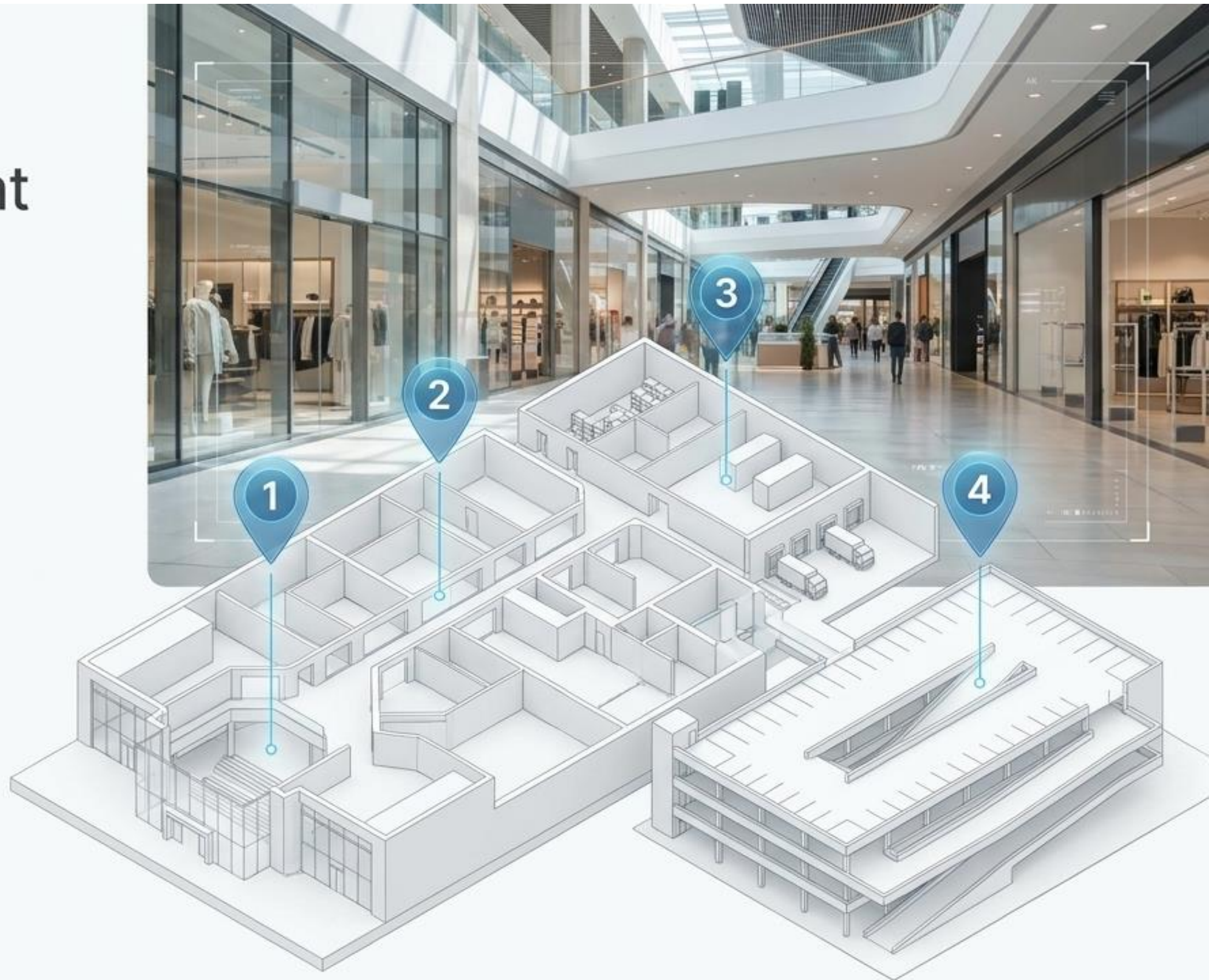
Zone 1: Entrances & Atriums
(8 cameras)

Zone 2: Retail Corridors & Stores
(10 cameras, scaling to 8-20 for standalone stores)

Zone 3: Back-of-House & Loading
(8 cameras + 6 perimeter)

Zone 4: Parking & Pick-up
(10 cameras)

Note: Food courts and event lobbies utilize an additional 10 cameras.





Crowd Density: Peak

Authorized Staff

Zone 1 — Front of House & Entrances

Customer Flow

Entry/exit footfall counting, peak-hour reports, and crowd-density congestion alerts.

Queue Management





Alerts at entry checkpoints, customer-service desks, and food courts.

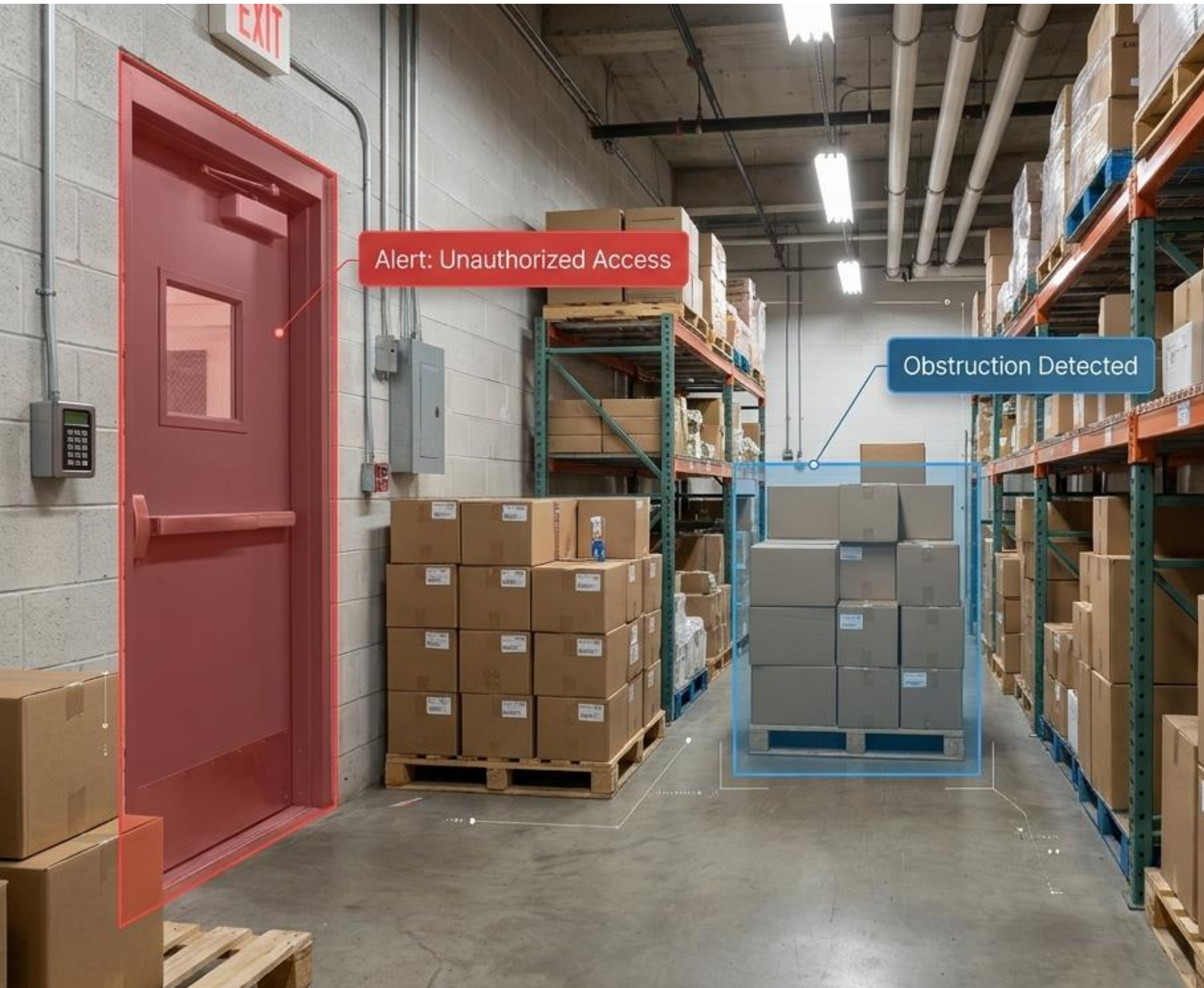
Identity Intelligence

Facial recognition for approved staff logs, VIP workflows, and known-offender/watchlist alerts (governed by strict consent policies).



Zone 2 — The Retail Floor

-  **Loss Prevention**
Loitering and suspicious dwell-time alerts near high-value shelves, counters, and cash rooms.
-  **Asset Protection**
Object removal and unattended-object alerts.
-  **Conversion Intelligence**
Customer movement and heat-zone trends for merchandising and lease planning.
-  **Evidence**
Instant, searchable clips for theft review and customer disputes.



Zone 3 — Back of House & Facilities

1. Restricted Access

Unknown-person alerts in stockrooms, cash rooms, server rooms, and loading docks.

2. Safety & Compliance

Blocked emergency exit, corridor obstruction, and crowding alerts.

3. Statutory Support

Fire/smoke visual alerts complementing existing safety systems.

4. Security

After-hours intrusion alerts and camera health/feed-down monitoring.



Zone 4 – Parking & Perimeter

Vehicle Intelligence

ANPR for entry/exit logs at gates, categorizing VIP, tenant, delivery, and service vehicles.

Occupancy & Flow

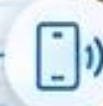
Real-time parking occupancy overviews for basements and pickup/drop areas.

Facility Planning

Gate congestion alerts, wrong-parking detection, and after-hours vehicle movement alerts.

Unified Command & Business Impact

Every alert becomes a traceable operational record, scalable across single stores or multi-site portfolios.



Real-time alerts with camera, zone, event type, timestamp, and severity.



Searchable history by person, vehicle, and zone for rapid incident investigation.



Role-based access controls for owners, mall managers, store managers, security, and IT.

Privacy, Compliance, and Responsible AI

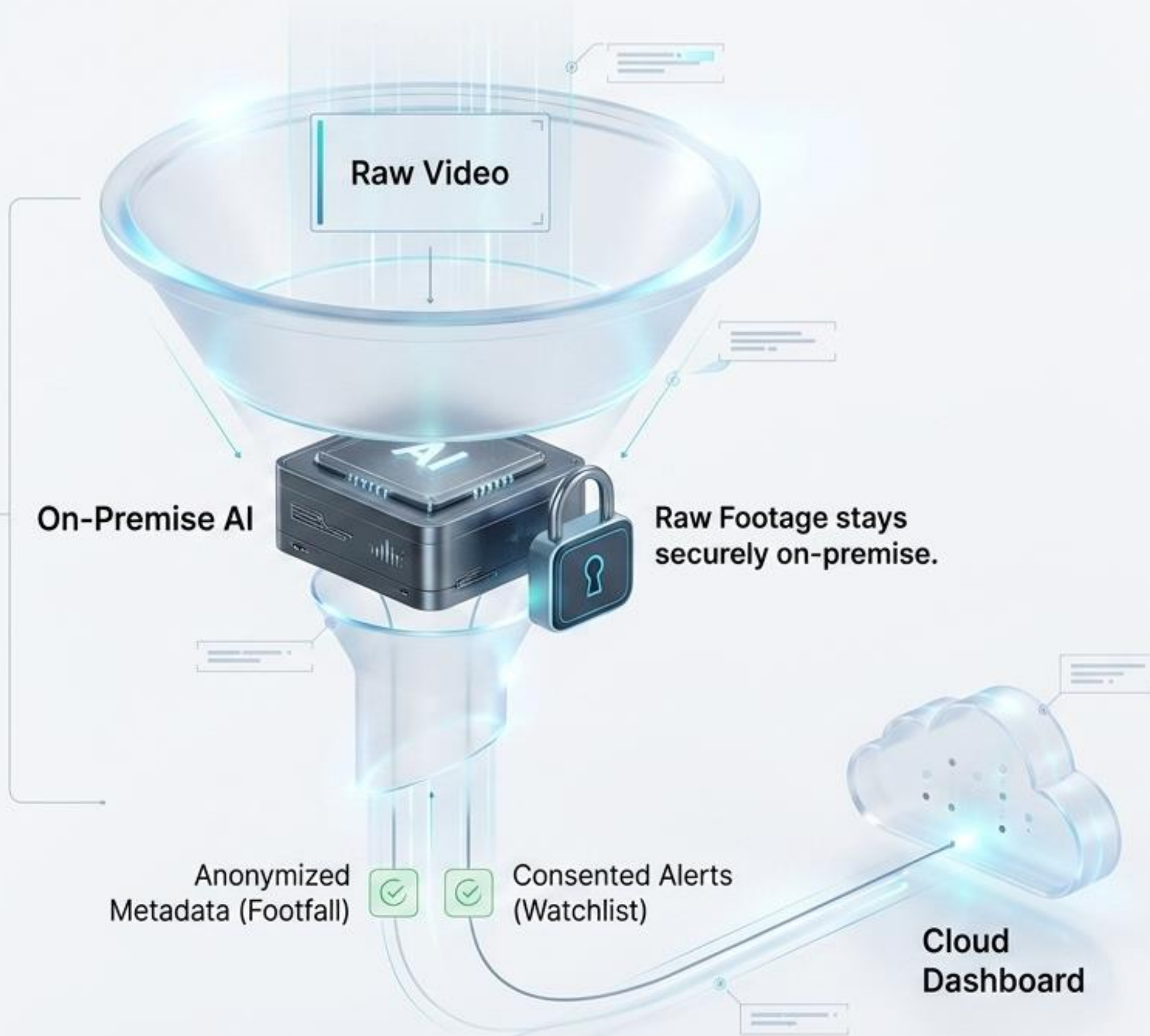
Customer and visitor analytics must be governed carefully.

Governance Rules

Facial recognition requires strict consent, enrollment governance, and HR/legal approval.

Explicit exclusion of private/sensitive spaces (washrooms, trial rooms, prayer rooms, lactation rooms).

Reliance on Role-Based Access Control (RBAC), audit logs, and strict retention policies.



The 45-Day Pilot & Rollout Roadmap

Week 1

Site survey, camera audit (recommend 10-20 priority cameras), privacy review, and priority use-case selection.

Week 2

Edge/server preparation, secure network approval, camera onboarding.

Week 3-4

AI zone/rule setup, approved facial enrollment, live alert tuning.

Week 5-6

Management reports, incident-review workflow testing, and scale blueprint.

Ownership-Friendly Commercial Model

One-time camera-based software license (based on scoped use cases) plus annual AMC from Year 2. No heavy default SaaS fees. Hardware at actuals.