



Reliable Ecosystem for Shopping Centers

Commercial real estate

TRASSIR SOLUTIONS

All safety and security systems are easily integrated into a single complex managed by one interface

Fast and easy design of safety and security systems

- Assistance in choosing equipment to meet design requirements
- Integration with TRASSIR-based video surveillance, fire alarm system, ACS, and intercom

Quick configuration and ease of use

- Flexible configuration of response algorithms for each type of event
- Intuitive and fast search for events in the archive

Branding and convenient script customization

- Any type of camera customization: from color to form factor
- Extendable system functionality through scripts

Confidence after installation

- Reliable equipment
- Immediate technical support, warranty and post-warranty service
- Fast equipment replacement in case of failure

Integrated shopping center management through a single TRASSIR safety, security and efficiency monitoring ecosystem

Improvement of shopping center attractiveness, cost optimization, profit growth

Management company

- Controlling the key parameters of the building
- Optimizing spaces to increase income
- Monitoring personnel performance
- Providing additional paid services for tenants
- Reducing penalties, cutting payroll costs through reducing the number of security guards
- Collecting information about visitors

Comfortable environment

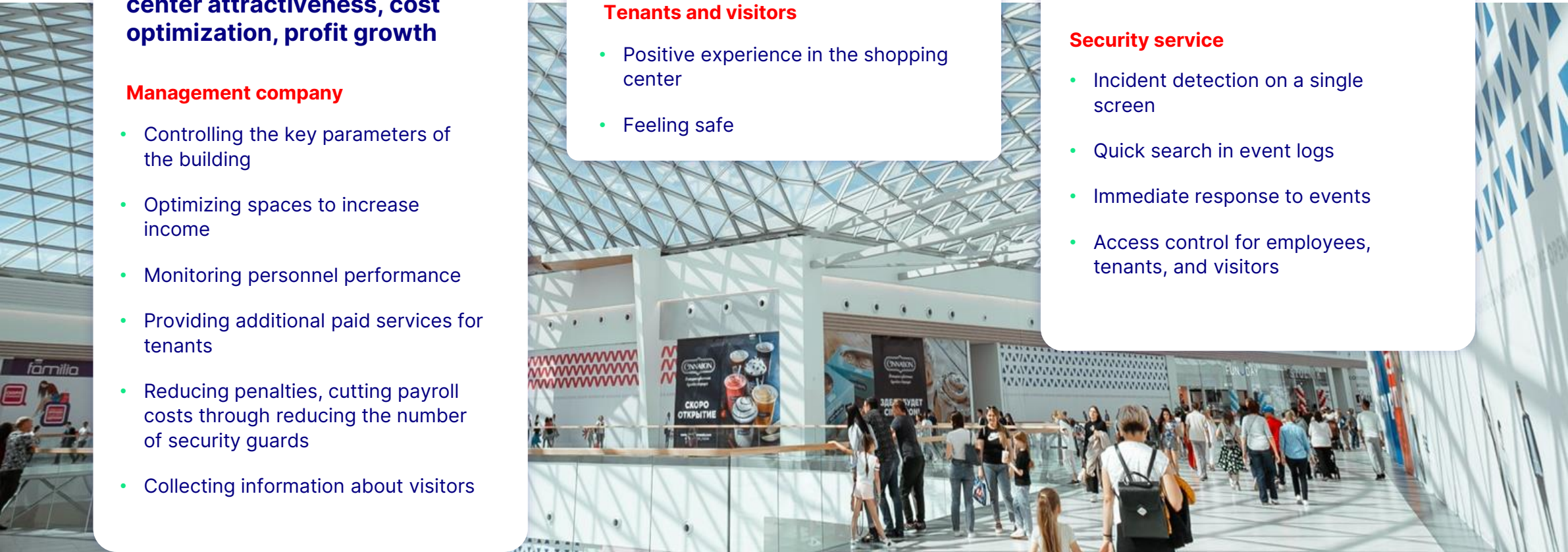
Tenants and visitors

- Positive experience in the shopping center
- Feeling safe

Complete control over events

Security service

- Incident detection on a single screen
- Quick search in event logs
- Immediate response to events
- Access control for employees, tenants, and visitors



Improving security

Surveillance and recording of events

Capabilities

- Conducting surveillance of personal belongings left unattended
- Reducing the risk of theft and unlawful acts
- Preventing situations that pose danger to visitors (fire, terrorist attacks)

Solution

- **TRASSIR Left Object Detector** — an intelligent module detecting objects left unattended
- **TRASSIR Theft Prevention** — a module preventing thefts
- **TRASSIR Fire & Smoke Detector** — a module detecting fire and smoke
- **TRASSIR Pose Detector** — an intelligent module detecting unwanted behavior, based on human motion and behavior algorithms



Recognizing visitors and their needs

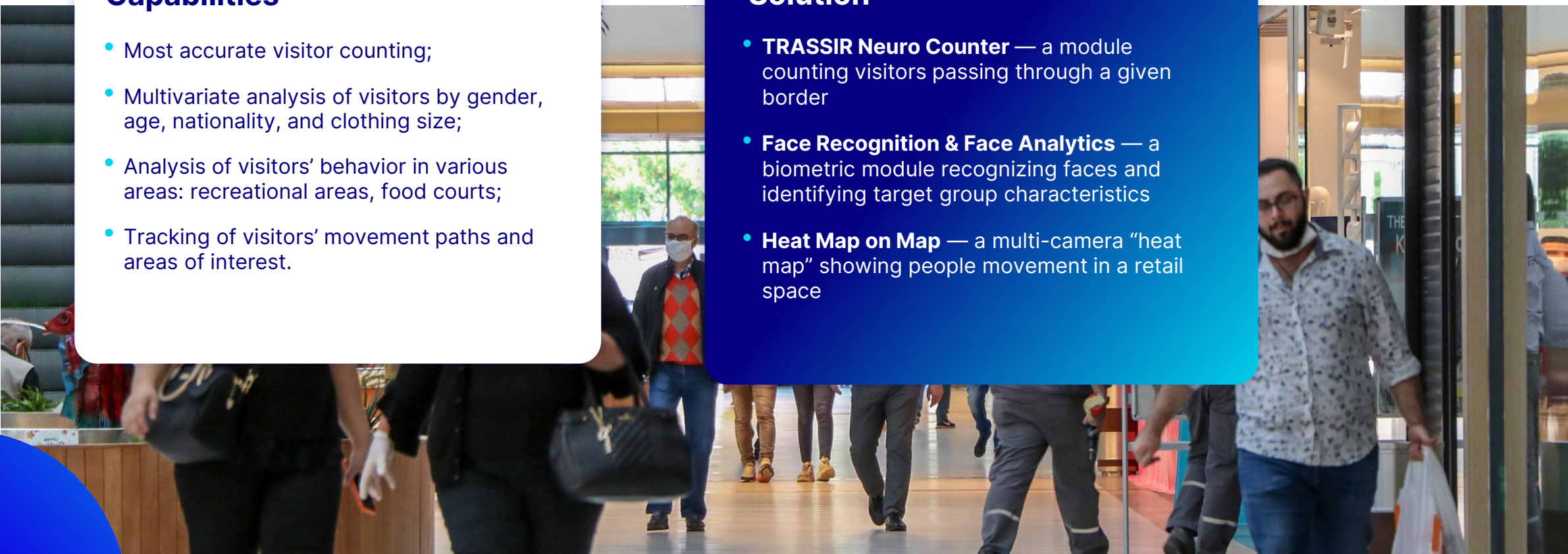
Visitor traffic tracking

Capabilities

- Most accurate visitor counting;
- Multivariate analysis of visitors by gender, age, nationality, and clothing size;
- Analysis of visitors' behavior in various areas: recreational areas, food courts;
- Tracking of visitors' movement paths and areas of interest.

Solution

- **TRASSIR Neuro Counter** — a module counting visitors passing through a given border
- **Face Recognition & Face Analytics** — a biometric module recognizing faces and identifying target group characteristics
- **Heat Map on Map** — a multi-camera “heat map” showing people movement in a retail space





Rationalizing rental rates

Converting analytics into purchases

Capabilities

- Determining the conversion of visitors into buyers
- Forecasting seasonal surges in buying activity
- Counting potential visitors passing by shop windows

Solution

- **TRASSIR Face Recognition & Face Analytics** — a face analysis module counting unique visitors, performing demographic analysis (gender, age), recognizing race, and identifying face attributes (glasses, headwear, mustache, hair color)
- **TRASSIR Neuro Counter** — a module counting visitors passing through a given border





Boosting advertising revenue

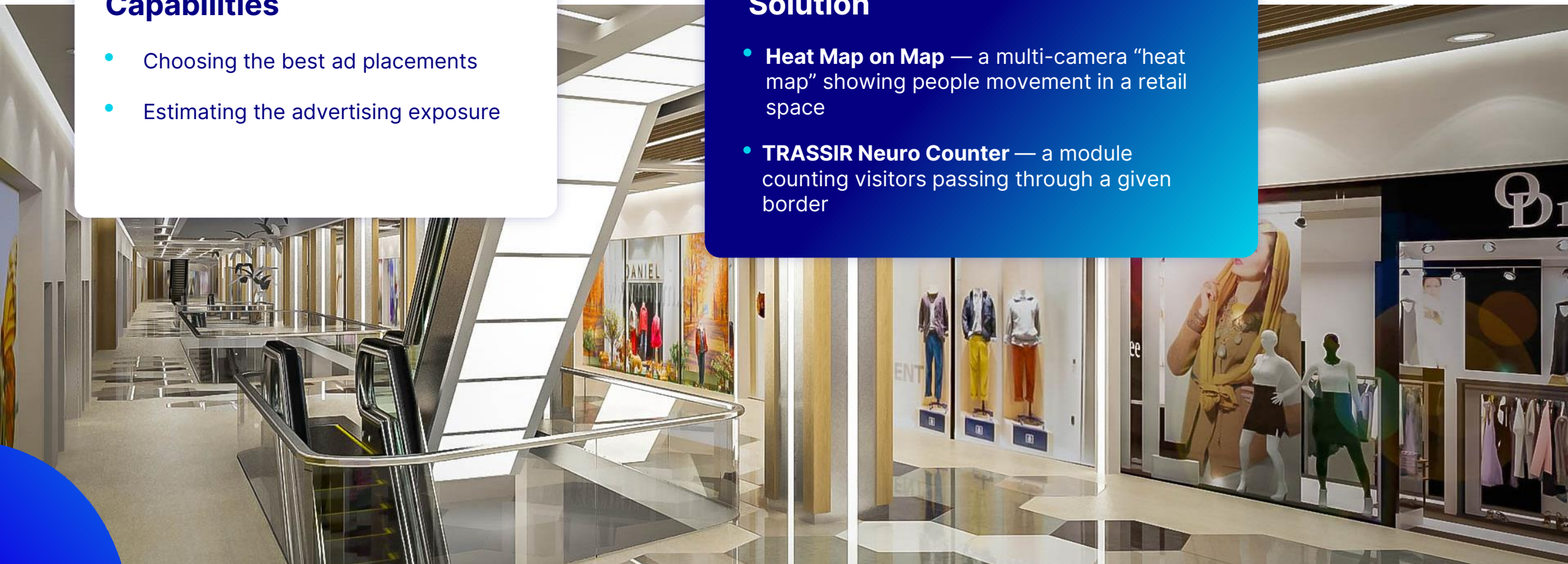
Dynamic ads

Capabilities

- Choosing the best ad placements
- Estimating the advertising exposure

Solution

- **Heat Map on Map** — a multi-camera “heat map” showing people movement in a retail space
- **TRASSIR Neuro Counter** — a module counting visitors passing through a given border



Making visitors feel more comfortable

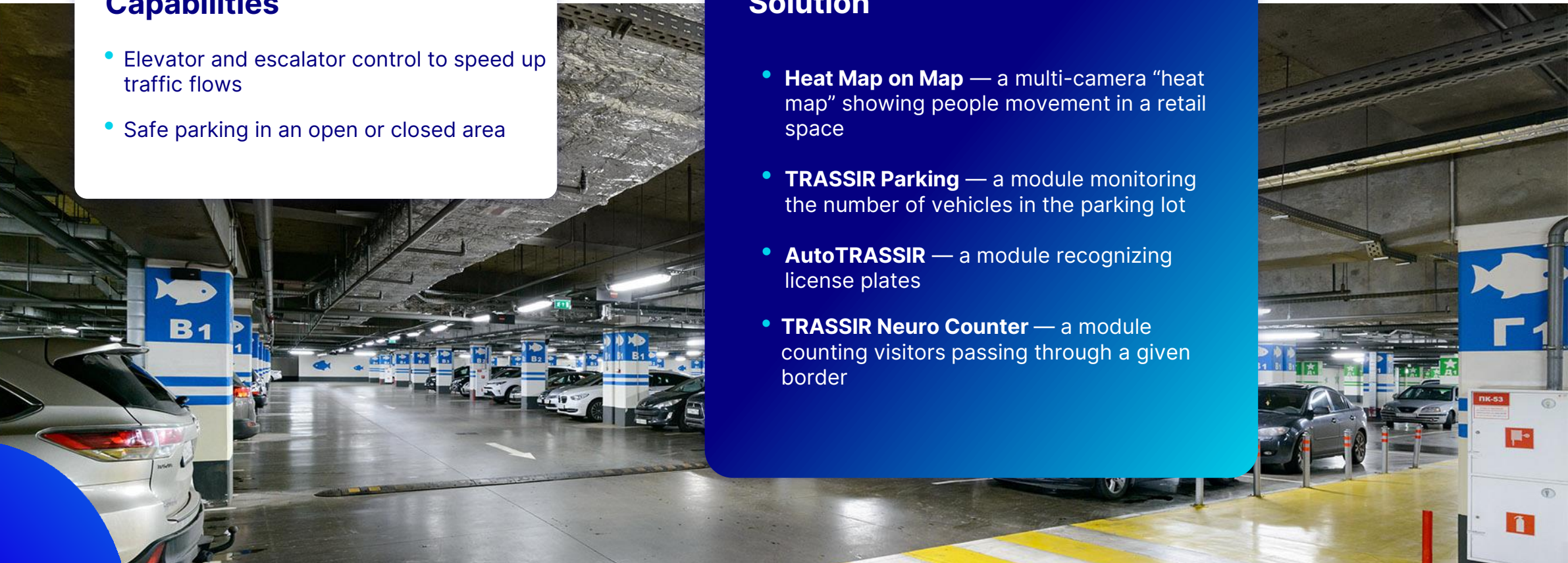
Queue, traffic, and loading management in public places

Capabilities

- Elevator and escalator control to speed up traffic flows
- Safe parking in an open or closed area

Solution

- **Heat Map on Map** — a multi-camera “heat map” showing people movement in a retail space
- **TRASSIR Parking** — a module monitoring the number of vehicles in the parking lot
- **AutoTRASSIR** — a module recognizing license plates
- **TRASSIR Neuro Counter** — a module counting visitors passing through a given border



Ensuring prompt response to events

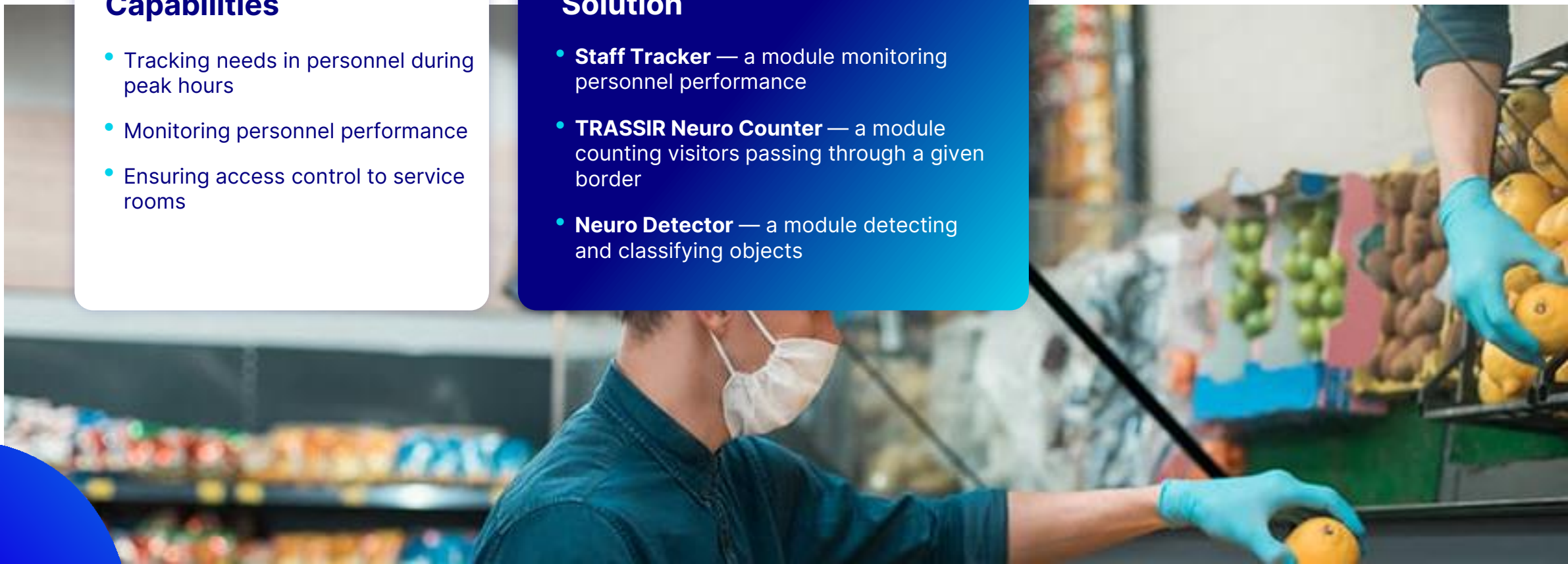
Personnel and property management

Capabilities

- Tracking needs in personnel during peak hours
- Monitoring personnel performance
- Ensuring access control to service rooms

Solution

- **Staff Tracker** — a module monitoring personnel performance
- **TRASSIR Neuro Counter** — a module counting visitors passing through a given border
- **Neuro Detector** — a module detecting and classifying objects



Project milestones

INQUIRY

Identification of the needs and objectives of the system

TERMS OF REFERENCE DEVELOPMENT

Identification of the needs and objectives of the system

PILOTING

Phased testing and implementation

IMPLEMENTATION

Supported project implementation

AFTER-SALES SUPPORT

24/7 technical support

Loyalty program offering prompt defective product replacement on the same day the defect is found

Guarantee against time and financial losses

5,000+

TRASSIR's loyal customers all over the globe

TRASSIR®





FORTGROUP (Golden Babylon Shopping Center Chain)

FORTGROUP is the leader in the Russian commercial real estate market. The company manages 15 malls with a total area of over one million sq. m. These include:

Saint Petersburg: Class A+ FORT TOWER business center; Moscow: GOODZONE shopping and entertainment center, Fifth Avenue shopping and entertainment center, and three Golden Babylon shopping centers.

We care about the safety and security of our customers. This solution is shown as a model for the industry



Video surveillance in the industry

Priority tasks: ensure security of the territory and perimeter, prevent theft and damage to equipment, ensure compliance with safety regulations by personnel, and monitor discipline.



Project tasks

Introduce a continuously operating and easy-to-use video surveillance system with remote monitoring, scalable and expandable in capacity, with hard drives for long-term storage of a video archive, a mobile client for Android; ensure security of the territory and perimeter; replace the obsolete analog systems with TRASSIR and increase the number of cameras



Solution

We introduced a video surveillance system with TRASSIR CLOUD support, including the following:

- TRASSIR IP cameras;
- TRASSIR video recorders.

Effect

We provided round-the-clock continuous video surveillance of shopping centers with a total area exceeding 150,000 m²:

- Due to the TRASSIR intuitive interface, we ensured quick training of security guards and operators in system operation;
- Centralized management simplified safety and security monitoring as well as system maintenance;
- Due to the improved quality of the resulting image and convenient search in the archive, it became easier to study non-routine situations, and now theft, fraud, and damage incidents as well as conflicts can be analyzed in a timely manner.



Russia, Moscow



Центр Творчества Мукоба

Chizhov Gallery Shopping and Entertainment Center

The largest shopping, entertainment, and business center in Voronezh. A single complex including the 26-story Business Center (B+ class) with an area of 14,000 m² and the 8-level Chizhov Gallery Center with a total area of 180,000 m².

We care about the safety and security of our customers. This solution is shown as a model for the industry



Video surveillance in the industry

Being a public place with heavy people traffic, the shopping center is exposed to unlawful acts: terrorist attacks, acts of vandalism, theft incidents, fire setting, etc. Ensuring safety and security is a key condition for its functioning



Project tasks

- Prevent intruders from entering the facility, ensure control of incoming vehicles and access control of employees.
- Prevent acts of vandalism, terrorist attacks, theft incidents, and other non-routine situations as well as heavy traffic.

Solution

We introduced a video surveillance system with TRASSIR CLOUD support, including the following:

- TRASSIR IP cameras
- TRASSIR video recorders
- AutoTRASSIR — a module automatically recognizing license plates
- TRASSIR Bolid — integration with Bolid Orion Pro Workstation, interaction with the fire alarm system and ACS
- TRASSIR SIMT — a multifunctional motion detector

Effect

Due to the video surveillance system all violations are detected to be counteracted. A very high level of personnel and visitors' safety is ensured. The equipment was installed in 2015. Since then, no complaints have been received. The Customer highly appreciated the functionality of the video surveillance system.



Russia, Voronezh





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