



# Reliable Ecosystem for Shopping Centers

Commercial estate

## TRASSIR SOLUTIONS

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

### In no time we can design a security system

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

### Little effort is required to configure and use the security system

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

### Options of branding and convenient script customization

- Any camera customization is available: from color to form factor
- System functionality is expendable through scripts

### Confidence after installation:

- Reliable equipment
- Immediate technical support, warranty and post-warranty service
- Fast replacement in response to equipment failure



# Comprehensive management of a shopping center through TRASSIR single security and efficiency monitoring ecosystem

## Increasing the attractiveness of the shopping center, optimizing costs, growing profits

### Management company

- Control of key parameters of the building
- Optimizing spaces to increase income
- Monitoring the quality of personnel work
- Additional paid services for tenants
- Reducing the penalties, saving money on payroll by optimizing the number of security guards
- Collecting information about visitors

## Comfortable environment

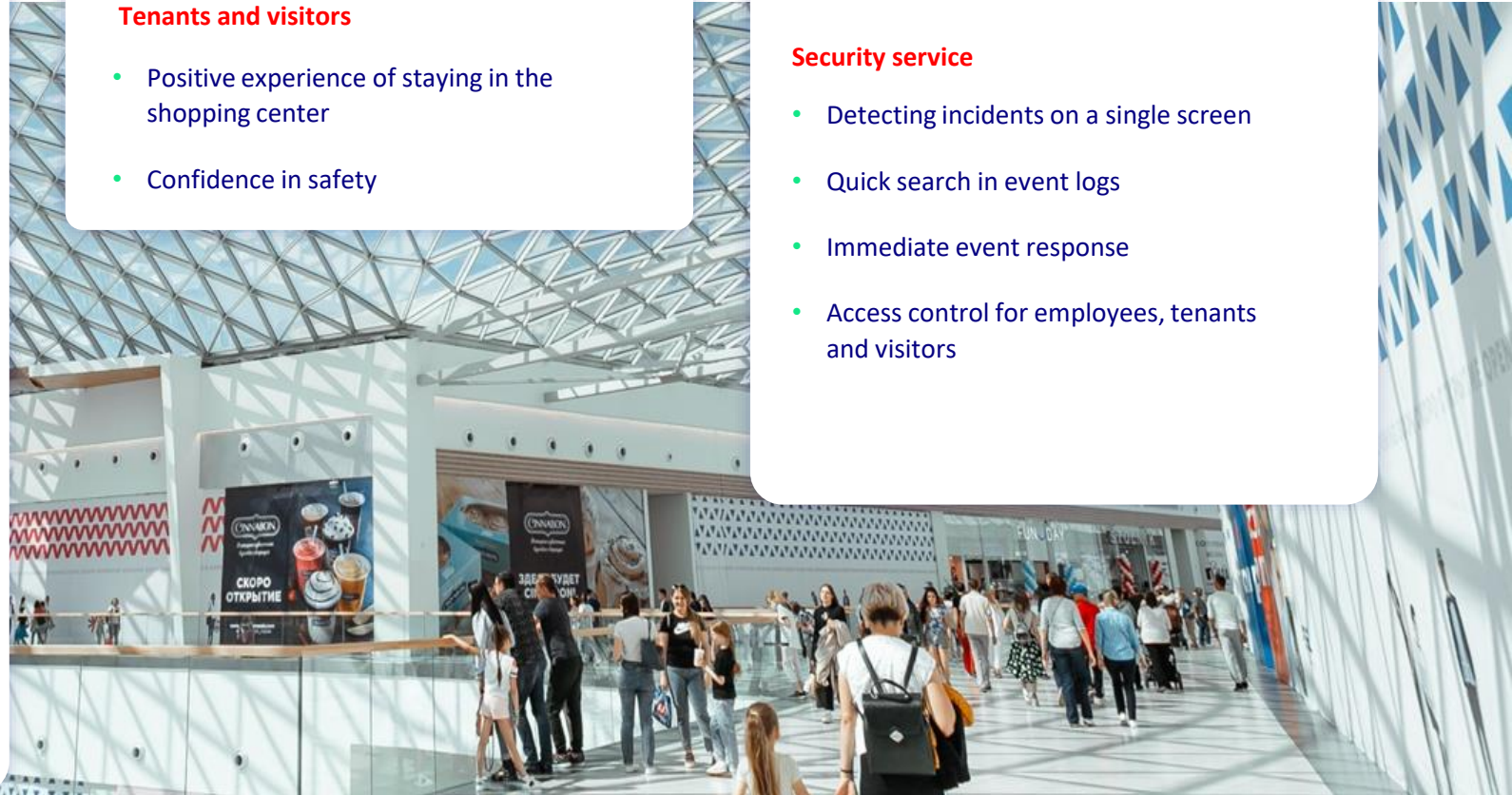
### Tenants and visitors

- Positive experience of staying in the shopping center
- Confidence in safety

## Total control over events

### Security service

- Detecting incidents on a single screen
- Quick search in event logs
- Immediate event response
- Access control for employees, tenants and visitors



# Improve space safety

## Surveillance and recording of situations

### Capabilities

- 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** is an intelligent module that detects left objects
- **TRASSIR Theft Prevention** is a module that prevents thefts
- **TRASSIR Fire & Smoke Detector** is a module that detects fire and smoke
- **TRASSIR Pose Detector** is an intelligent module that detects unwanted behavior based on human motions and behavior algorithms







# Help to recognize the audience and its needs

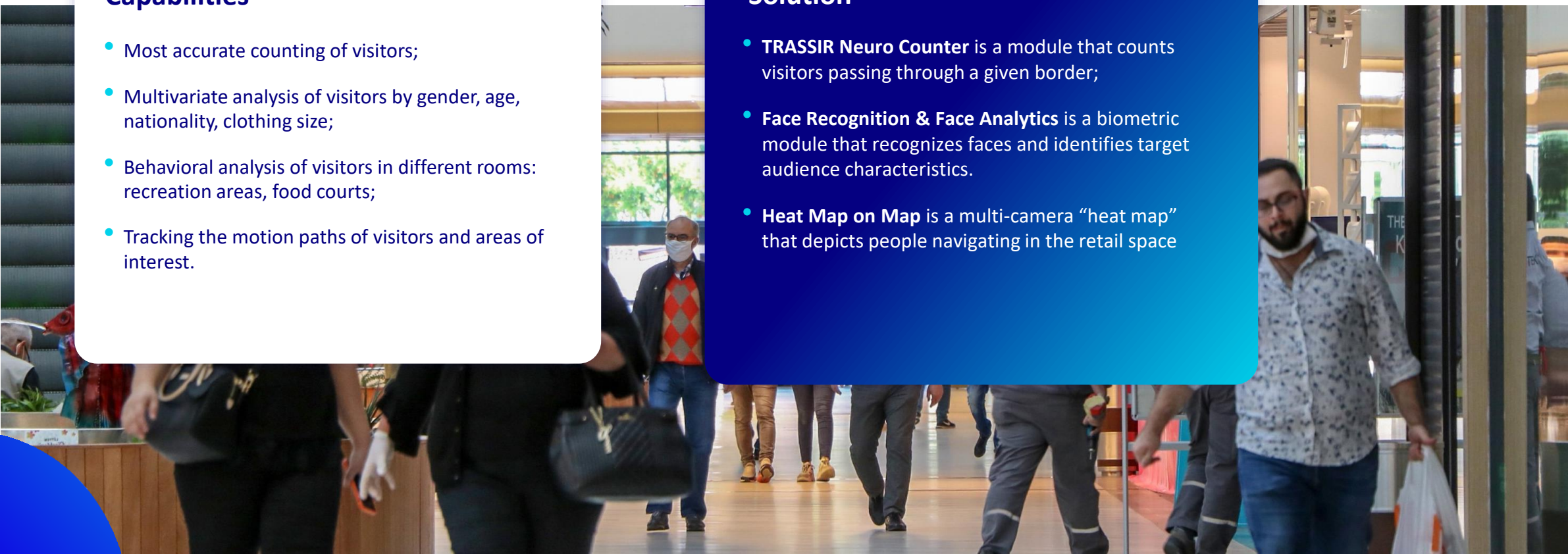
## Tracking visitor traffic

### Capabilities

- Most accurate counting of visitors;
- Multivariate analysis of visitors by gender, age, nationality, clothing size;
- Behavioral analysis of visitors in different rooms: recreation areas, food courts;
- Tracking the motion paths of visitors and areas of interest.

### Solution

- **TRASSIR Neuro Counter** is a module that counts visitors passing through a given border;
- **Face Recognition & Face Analytics** is a biometric module that recognizes faces and identifies target audience characteristics.
- **Heat Map on Map** is a multi-camera “heat map” that depicts people navigating in the retail space



# Help to advance arguments for rental rates

Convert analytics to purchases

## Capabilities

- Calculating the conversion of visitors to buyers
- Forecast for seasonal surges in buying activity
- Counting potential visitors passing by shop windows

## Solution

- **TRASSIR Face Recognition & Face Analytics** is a face analysis module that includes counting unique visitors, demographic analysis (gender, age), race recognition, identifying face attributes (glasses, headwear, mustache, hair color);
- **TRASSIR Neuro Counter** is a module that counts visitors passing through a given border



## Boosts advertising revenue

### Dynamic ads

#### Capabilities

- Choosing the best ad placements
- Estimating the advertising exposure

#### Solution

- **Heat Map on Map** is a multi-camera “heat map” that depicts people navigating in the retail space
- **TRASSIR Neuro Counter** is a module that counts visitors passing through a given border

# Makes visitors feel more comfortable

Management of queues, traffic, loading in public places

## Capabilities

- Control of elevators, escalators to speed up traffic flows
- Safe parking in an open or closed area

## Solution

- **Heat Map on Map** is a multi-camera “heat map” that depicts people navigating in the retail space
- **TRASSIR Parking** monitors the number of vehicles in the parking lot
- **Auto Trassir** is a module that recognizes license plates
- **TRASSIR Neuro Counter** is a module that counts visitors passing through a given border





## Help to respond promptly to the situation

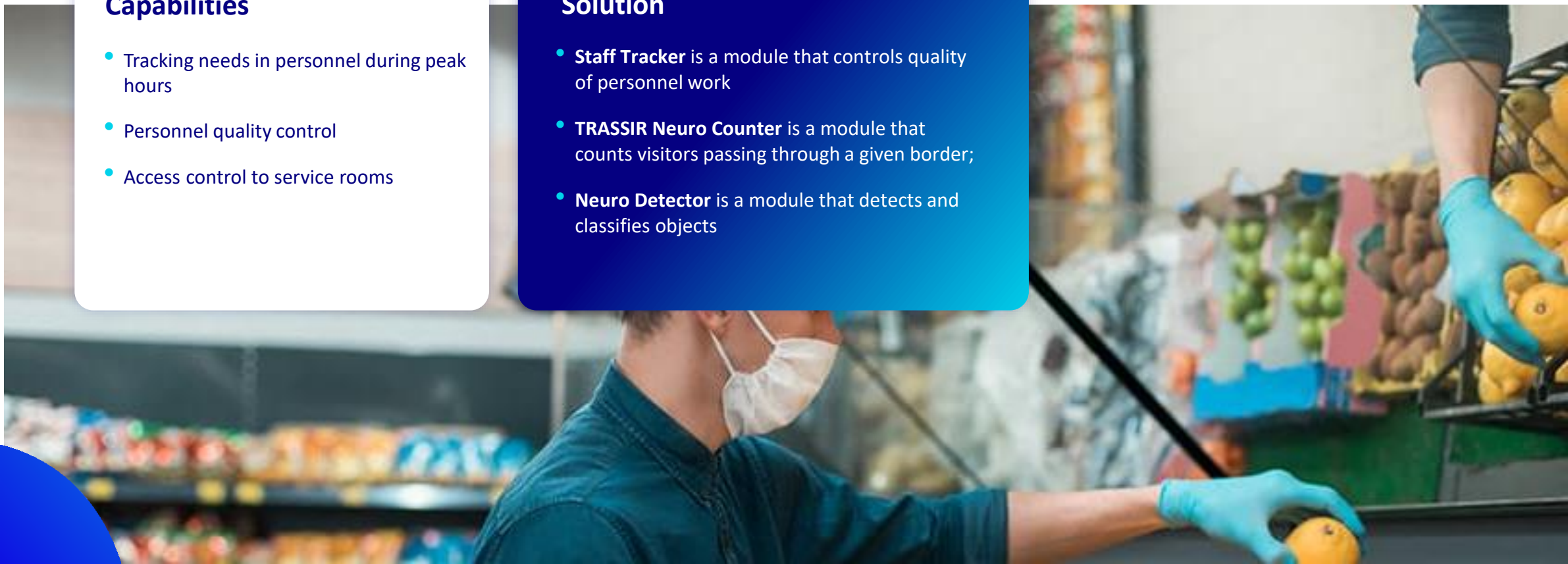
### Personnel and property management

#### Capabilities

- Tracking needs in personnel during peak hours
- Personnel quality control
- Access control to service rooms

#### Solution

- **Staff Tracker** is a module that controls quality of personnel work
- **TRASSIR Neuro Counter** is a module that counts visitors passing through a given border;
- **Neuro Detector** is a module that detects and classifies objects



## Project milestones

### INQUIRY

Describe the needs and objectives of the system

### TECHNICAL FEASIBILITY STUDY

Describe the needs and objectives of the system

### PILOTING

Phased testing and implementation

### IMPLEMENTATION

Supported project implementation

### AFTER-SALES SUPPORT

24/7 technical support

Loyal and prompt program for replacing a discovered defect on a same day basis

Guarantee against time and money losses



# 5,000+

TRASSIR's loyal customers worldwide

TRASSIR®





## FORTGROUP (Golden Babylon shopping center chain)

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

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



### Video surveillance in the industry

The priority tasks include: ensuring security on the territory and around the perimeter, preventing theft, damage to equipment, observing safety regulations by personnel and monitoring labor discipline.



### Project tasks

To organize an uninterrupted easy-to-use video surveillance system with remote monitoring that is capable to scale and expand capacity, provided with hard drives for long-term storage of a video archive, features a mobile client for Android, ensures the security of the territory and perimeter; to update the obsolete analog systems and replace them with TRASSIR along with increasing the number of cameras

### Solution

Introduced video surveillance system with TRASSIR CLOUD support, including:

- TRASSIR IP-cameras;
- TRASSIR video recorders.

### Effect

Provided round-the-clock uninterrupted video surveillance of shopping centers with a total area exceeding 150,000 m<sup>2</sup>:

- TRASSIR intuitive interface provided quick training for guards and operators in how to use the system;
- Centralized management simplified security monitoring and system maintenance;
- Due to the improved quality of the resulting image and a convenient search in the archive, the review of non-routine situations has been simplified so that thefts, fraud, conflicts, incidents of damage are analyzed in a time efficient manner

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



Russia, Moscow





## SEC Gallery Chizhova

The largest shopping, entertainment and business center in Voronezh. A single complex integrating the Business Center (B+ class) features a 26-storeyed structure with an area of 14,000 m<sup>2</sup>, and an 8-level Chizhov Gallery Center with a total area of 180,000 m<sup>2</sup>.

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



### Video surveillance in the industry

Being a public place with a huge traffic of people, the shopping center is exposed to illegal actions: terrorism, vandalism, theft, fire, etc. Ensuring safety is a key condition for its functioning



### Project tasks

- To prevent intruders from entering the facility, ensure control of incoming vehicles and access control of the SEC employees.
- To prevent acts of vandalism, terrorism, theft and other non-routine situations, traffic.

### Solution

Introduced video surveillance system with TRASSIR CLOUD support, including:

- TRASSIR IP-cameras;
- TRASSIR video recorders
- Auto Trassir is a module that automatically recognizes license plates
- TRASSIR Bolid is the integration with Bolid fire alarm system software and ACS ARM Orion Pro
- TRASSIR SIMT is a multifunctional motion detector

### Effect

A video surveillance system makes sure that all violations without exception are detected and counteracted. The personnel and visitor are secured at a very high level. 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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Hardware Catalog



Video Management  
Software Catalog



Success Cases