

Benetton Megastore Kärntner Straße

The Benetton Megastore in Vienna's famous shopping street Kärntner Straße relies on the IP based software platform Observer 3 from NETAVIS.

Industry:

Retail

Location:

Vienna, Austria

Applied modules:

Observer 3 Enterprise; iCAT Video Analysis

Technical data:

30 network cameras; 5 counting stations on only one central server of SUN Microsystems



The challenge

With more than 1.000 m² the Benetton Megastore in Vienna's Kärntner Straße offers its customers the complete fashion collection of the Italian label.

In order to develop the success of the company further, it is vitally important to keep the shrinkage as low as possible. Moreover it is essential to adjust and address the Point-of-Sale with the needs of the customer in mind. At this point, it is crucial to generate the right information regarding customer traffic flows and movement behaviour.

In order to make this possible, a gapless video surveillance and adequate software to evaluate and administer the recorded images, is needed.



The solution

With the software platform Observer 3 it is feasible to protect the Benetton Megastore by means of video surveillance so as to reduce shrinkage. Additionally the integrated module iCAT, which is developed by NETAVIS, allows customer frequency measurements. iCAT offers Smart Trip Wire[©] Technology and is integrated seamlessly into Observer 3. In addition it serves as a generic interface for available external applications.

iCAT is utilized to conduct frequency counting in front of the Benetton Megastore, in different neu-

ralgic areas inside the shop as well as on several floor levels.

In the future, frequency measurements in the Benetton Megastore are going to be augmented by a zone concept. Through this additional customer data, such as length of stay, number of stops, pace and direction, can be gained. The collected data is not personalised, due to reasons of privacy protection. Only the "object customer" gets counted. Furthermore this zone concept will be applied to the outdoor areas as well.

The benefit

The open IP based NETAVIS video surveillance system software can be used as a source for customer flow data and video surveillance management.

The frequency counting in the Benetton Megastore allows for improvement in the management of the "conversion rate". Moreover the new Smart Trip Wire[©] Technology of NETAVIS enhances the users systems demands. So far the greatest challenge of frequency measurement systems was that other systems had several sources of error. Hence the generated information is heavily falsified. With the use of Smart Trip Wire[©] Technology, it is now possible to picture specific entrance situations. Therefore the quality of automated frequency measurement can be improved significantly.

Thanks to the performance of NETAVIS Observer 3, several cameras and counting stations in the Benetton Megastore can be administrated by only one SUN server. Furthermore this allows for video surveillance information, as well as frequency measurements to be run on the same infrastructure. Consequently costs can be reduced and system performance increased.

"A new era of multi-functional video equipment."

Tino & Marc Wieser
CEO Benetton Megastores Vienna