

# GEUTEBRÜCK

Shoplifting in Retail  
is and remains a serious problem  
worldwide!



# Reduce your inventory losses with our video security solutions

According to statistics, worldwide theft-related inventory losses in the retail sector amounts to about 0,63 to 2.38% of the respective annual sales.

That might not sound like much. However, if you take into account that the profit margins in some retail market segments amount to just a few percentage points, then the perspective changes. Overall, this amounts to a loss of 4,3 billion euros in 2018 in Germany alone (Source: EHI study).

Thieves are particularly attracted to small, relatively expensive items. This certainly also applies to your retail business, department store, supermarket, boutique or specialty shop – in addition to all the trouble, you lose money as well.

A Geutebrück video security system, tailored to your business needs, deters potential thieves, protects your goods and provides clear evidence for use in legal proceedings.

**Your GEUTEBRÜCK video security system - comprehensive, detailed, efficient.**



## **None of your items is too small to be overlooked.**

A video security system is only as good as the images its camera provides. Our high-resolution megapixel cameras capture even the smallest of items: in the hand of a customer, in the hand of a thief, on the way into a pocket. Live, stored still image sequences, absolutely clear enlarged images, completely reliable evidence.



## **Lightning-fast access to saved images**

That was suspicious!  
With just the click of a button, the recording slows down, runs backward, is played frame by frame. Indeed! There is the proof, the item was quickly shoved into a pocket. Recording and playback of your video security system operate completely independently. You have access to your stored images at all times while your system automatically continues to record in the background.



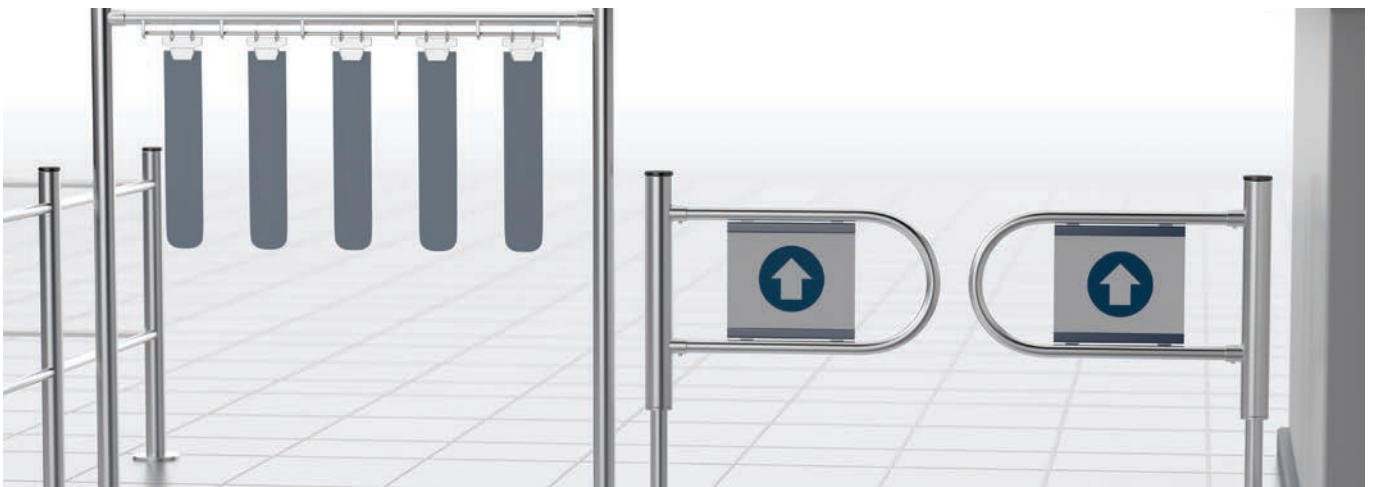
## **Economical: recording at a reasonable cost**

Your video security system is extremely economical. Thanks to the built-in motion detection (video analysis), only relevant video images are recorded. This saves valuable space and, together with our adaptive stream management, ensures minimal bandwidth usage on your network. Security that quickly pays for itself.

**Theft, fraud, robbery, burglary -  
you are prepared for anything and can prove it when it happens.**

## Entrances and exits

Motion-controlled video recording starts at the entrance and continues up to the exit of your business. The live images from the cameras of your entrance and exit are continuously displayed during recording on a specified viewer on one of your monitors. A quick glance is enough. Your experience often tells you who is behaving suspiciously. With physically separated entrance and exit, you are automatically notified by our directional detection system when someone attempts to leave your shop through the entrance.



## Goods shelves and displays

Your goods shelves are observed along the aisles from two cameras, mounted in opposite directions. Once one of the two cameras detects movement, recording of the video images of both cameras starts. When trying to remove and hide goods, a potential thief will thus always be recorded simultaneously from both sides. No long, annoying search procedures! You can find the incident in the recorded material with just a few clicks, using either the „Previous Event“ viewer button, the event list or our motion search function. Synchronous playback of images from both cameras shows you every detail, providing you with the evidence you need.



# Cash registers and data protection

Data protection and privacy rights are a matter of trust for you and your staff. Your video security system records the entire payment process at the cash register.

However, you, your customers and your employees will automatically be made unrecognizable by our object-oriented pixelization algorithm. The persons in the video can only be made visible using 2-person password authentication. Of course, you can use this function in other areas for your staff as well.

Tip: Your video security system also has a proven strong deterrent effect. Position your monitors so that they are clearly visible so that potential thieves can see how high the risk is.



# Goods receiving and warehousing

Inventory discrepancies may arise consciously or unconsciously as early as during goods receiving. Mistakes happen in the hustle and bustle of daily life, that's human. Your video security system documents the entire receiving and storage of goods in a separate ring buffer, which will not be overwritten by other recordings. If something goes missing, you can see what happened in the video recording.



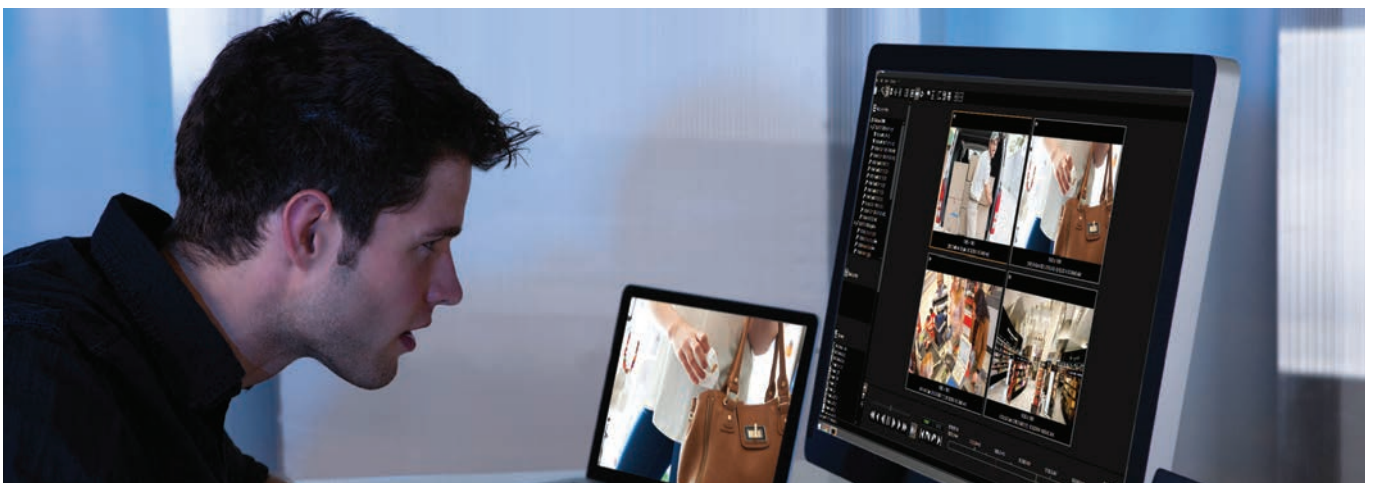
# After hours

Burglary, a worst-case scenario for your business, whether you are a jeweler, optician, electronics retailer, etc., your expensive, coveted goods attract the attention of thieves like „magic“. Without an intrusion detection system, your insurance company is not going to help out. Protect your business with a video security system. Alarms are not just recorded in conjunction with your intrusion detection system. Your system transmits live images from an incident to your security service, your tablet, your mobile phone or directly to the police in your area. Even when there is no alarm, you can simply take a look remotely to check that everything is OK. Just the emergency lighting is enough at night for your cameras to detect movement in your business. Suspicious noises: Audio Activity Detection of your video security system reports the alarm, with the corresponding camera images of course. This is a level of security that effectively deters burglars.



# Your security control center

Configure your video security control center however you like. As a personal analysis station, on site in your place of business or in a permanently manned security control center with monitor walls and graphically supported security management system for monitoring all the branches over a network. Geutebrück video provides unlimited expandability while still being finely scalable, ensuring the perfect fit for your business.



# References

## Myer, Australia's largest department store group

With new security technology operating in its 68 stores Myer, Australia's largest department store group, has declared to shoplifters that their game's now up.



## L'Oréal Germany

The L'Oréal operation in Germany employs 2,000 people and includes a modern factory producing skin and hair care products as well as a large logistics centre from which it distributes to the German and Austrian markets.





# We are Geutebrück

- 50 years of experience in video management ...
- ... with own development on site.
  
- Since the first day: Made in Germany ...
- ... and represented worldwide with sales and service partners.



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