



# 3VR – THE VIDEO INTELLIGENCE COMPANY

*A wide portfolio of intelligent video security solutions*

## Company Overview

3VR, the video intelligence company, enables organizations to search, mine and leverage video to bolster security, identify and mitigate fraud and better serve customers. 3VR's VisionPoint™ Video Management Software (VMS), VisionPoint Mobile, Network Video Recorders and Video Analytics allow video surveillance systems to reach their true potential and deliver a measurable and sustainable return on investment. VisionPoint Dashboard takes business intelligence to the next level by providing real-time results of traffic counting, demographics conversion rates and more through an interactive dashboard. 3VR is the video surveillance standard for hundreds of global customers, including leading banks, retailers, governments and law enforcement agencies, and owns CrimeDex, an online community of thousands of fraud, loss prevention and law enforcement professionals dedicated to stopping crime.



### **3VR, INC.**

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## VisionPoint™ VMS

### Click. Search. Find.

3VR VisionPoint VMS is the ultimate video management software for forensic search, case management and business intelligence. Available in both a Standard and Pro version, with an optional enterprise server for large and remote deployments, VisionPoint VMS provides you the tools to gather intelligence from video, speed up searches and easily develop cases. VisionPoint VMS can be installed on commercial off-the-shelf (COTS) hardware, on certified partner hardware, and is included on any of 3VR's powerful NVRs.

**Forensic Search** — Find suspects quickly and easily using 3VR Analytics

**Integration** — Add Access Control, ATM or POS integration to improve searches

**Enterprise** — Search and view live video across an enterprise

**Case Management** — Build cases and store evidence on suspects.



## VisionPoint™ Mobile

### Search and View On the Go

Take 3VR with you wherever you go and have the ability to view both live and stored video with 3VR's VisionPoint Mobile. By using your smartphone, you can monitor up to 5 videos at a time, create and change views, or turn your phone on the side to view full screen. You can search through stored video, even snap or upload a photo of suspect, and

search for matching video on the server. The results are delivered to your phone as events that you can click on and watch, taking forensic search to a new, lightning-fast level. 3VR VisionPoint Mobile is changing the way people use surveillance video technology, making it more effective, more highly available, and easier to use than ever before.

# Hybrid Network Video Recorders

## Everything You Need. In a Box.

Record, store, index and manage video with 3VR's new line of NVRs and Hybrid NVRs. Pre-loaded with VisionPoint VMS video management software, the recorders offer seamless integration with POS, Access Control, ATM and other systems. When

combined with 3VR's award-winning analytics, the backbone of 3VR's forensic search capabilities, the all-in-one system becomes an even more powerful solution providing business intelligence and the ability to find evidence fast.



**1000-Series**  
Easy to install, set up and use, the 1000-series Hybrid NVRs are an efficient and affordable solution capable of powering small-sized installations.

**2000-Series**  
Compact and powerful, the 2000-series is perfect for ATM and small camera installations where space is at a minimum for an NVR.

**3000-Series**  
The 3000-series of hybrid network video recorders (NVRs) are a combination of performance and value in a small form factor for small to medium-sized installations.

**4000-Series**  
Designed to fit your security needs, the 4000-Series of hybrid network video recorders (NVRs) are a powerful and versatile workhorse solution for medium-sized installations.

**5000-Series**  
The 5000-series NVRs and Hybrid NVRs are unmatched when high performance and scalability are required for medium to large installations.



## CrimeDex

### Collaborative Online Crime Fighting Community

3VR's CrimeDex is an online network leveraged by thousands of fraud, loss prevention and law enforcement professionals collaborating to prevent fraud, shoplifting, organized retail crime, and other white-collar crimes. Integrated with 3VR's VisionPoint VMS, CrimeDex allows professionals to share, search and leverage relevant information on criminals between businesses and law enforcement.

## 3VR Analytics

### Find Your Evidence. Now.

Add 3VR Analytics to VisionPoint VMS or any 3VR NVR or HVR for loss prevention, perimeter protection or forensic search of a suspect or vehicle. 3VR Analytics can send an email or text when a perimeter has been breached and allows searches by face, license plates, color, speed, direction, age and more. All analytics are integrated into 3VR's video management software — no separate hardware or software needed.



#### Facial Surveillance

3VR's highly accurate Facial Surveillance analytic combines ease of use with robust search capabilities.



#### License Plate Recognition

3VR's License Plate Recognition analytic provides powerful tools that stop crime and reduce vehicle-related liability.



#### Advanced Object Tracking

Instantly find what you are looking for, as this analytic captures motion, direction, speed, color and size



#### Dwell Time & Loitering

Measure the performance of marketing displays with revolutionary insight into customer behavior.

## VisionPoint™ Dashboard

### Do More Than Count Customers. Understand Who They Are.

3VR's advanced video-mining technology takes retail stores to the next level with deep, real-time insights into shopper behavior and store operations. Through a customizable and interactive dashboard, VisionPoint Retail Analytics allow merchants to gain meaningful overviews of customers across shopping channels and adjust goals to maximize overall business performance. Combined with award-winning loss prevention features, the 3VR solution enables retailers to harness actionable data to get the most complete picture for dynamic decision-making.



#### Heatmap Analysis

Understand the preferred path of your customers and gain invaluable path-to-purchase data.



#### Conversion Rate Analysis

Measure sales conversions based on shopper traffic and revenue.



#### Demographic Analysis

Measure shopper traffic percentage by age and gender.



#### Queue Line Analysis

Measure queue lengths at the register for more accurate staffing.



#### Shopping Time Analysis

View the average shopping time of your customer base and make adaptive decisions based on real-time data.



#### Display Wall/End Cap Analysis

Measure effectiveness of promotions by how long customers dwell in front of displays.



#### Storeview

Get visual intelligence from live store video, video storyboards, and at-a-glance real-time reports.



#### Traffic Analysis

Measure the number of customers that enter your stores.