

Protecting retail people, profits, and premises with face, body, and behavior alerting

Retailers large and small face renewed threats to people and profits. The rise in security and safety incidents including shoplifting, violent theft, or cash scamming and more calls for new thinking and real-time visibility into critical incidents.

As a retailer, you need to know more and know faster. Oosto sees more and does more to improve security and safety. And retailers large and small are embracing the power of Oosto's real-time video analysis to detect offenders before they can do harm, to identify safety risks like slip and falls in real-time, and to identify potentially dangerous behavior that may precede threats.

Protecting Retailers in Real-Time with Cloud-Based Alerting

Vision AI-driven facial recognition, body and behavior detection, and cross-camera tracking solves physical security, safety, and operational efficiency challenges, including:



Detecting persons of interest representing threats/danger.



Real-time alerting on unsafe or threatening behaviors



Cost-effective expansion to new stores/locations, plus central control



Customized alerting rules to fit organizational needs



Access control for buildings, areas, groups, and durations



Leverage existing cameras, access control systems, infrastructure

Securing retail spaces, experiences, and revenue.

- **Shoplifters, Cash Scammers and Fraudsters:** Create a watchlist to instantly recognize these people before they can do harm to safeguard store assets and profits.
- **Disruptions and Loitering:** Set rules to alert security to aggressive behavior or loitering, to maintain a safe shopping environment without negatively impacting the customer experience.
- **Sensitive Area Protection:** Secure areas like stock rooms and cash handling zones to prevent unauthorized entry and protect valuable inventory.
- **Slip & Falls or Fighting:** Get alerted to accidents like slip and falls or incidents of fighting to prevent liability risks and create a safe shopping experience.

Actionable intelligence to keep people safe.

Automated POI Alerting

Real-time alerting when a known person representing a threat is detected. Create groups of authorized and unauthorized persons permitted in a location or within a specific area. Or group people into threat types (for example: shoplifters, cash scammers, thieves, etc.)

Existing Infrastructure and Edge Optimization

Use your existing camera infrastructure. Oosto's technology works with existing camera systems and is optimized for edge computing so that you can cost-effectively scale and reduce or eliminate server costs while maintaining performance, speed, and accuracy in real time.

Understand Behavior in Real-Time

Get real-time alerts and intelligence on people's actions and behavior, plus set thresholds for duration of actions. Behaviors detected include slip and falls, crouching, walking, running, fighting, loitering, line-crossing, and more.

Rapid Deployment

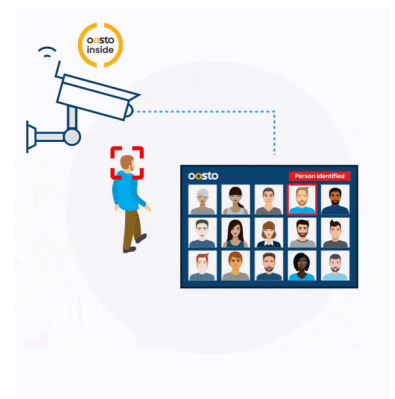
Deploy in less than an hour, by simply plugging in your edge devices and connecting to your network. After that, you can start uploading persons of interest and setting alerts for behavior and people.

You Make the Rules

Rapidly set custom rules that match people with actions to understand what is happening in real time. Customize alerts by person, groups of people (known and unknown), cameras, identity, and activity duration. Receive alerts via email, SMS, and messaging applications via webhooks.

Fast, accurate, real-time, real-world video analytic solutions

Oosto addresses these challenges through advanced facial recognition, body and behavior detection, and tracking technology that enhances both security and operational efficiency:



OnWatch
(On Premises)
Real-time person of interest alerting



Protect
(Edge-to-Cloud)
Face, body, and behavior alerting

Rapid and accurate real-time, real-world face, body, and human behavior video analytics.

Safety

- Get alerted to slip and falls in real-time.
- Alert of former disgruntled employees on the premises.
- Track active shooters or those threatening in real-time.

Security

- Identify dangerous individuals before they enter.
- Identify cash scammers, theft/crime rings.
- Protect against potential child trafficking.
- Notify instantly of fighting on the premises.
- Know when unwanted guests are on premise.

Operational Efficiency

- Count people in an area to enhance response
- Identify loitering
- Understand traffic patterns within a space
- Free up staff to focus on response protocol.
- Reduce training time and worker fatigue.

Major Retailer Cut Shrinkage and Boosted Apprehensions

A major home improvement chain with over 400 stores and annual revenues exceeding \$10B was losing around \$200M annually to shrinkage, with monthly losses per store ranging from \$145k to \$600k. Oosto was brought in to address this issue.

In the initial weeks, Oosto installed 4-6 cameras at key points in each store. This setup quickly proved advantageous for store security, law enforcement, and the public. It identified wanted felons, significantly boosting police stops, apprehensions, and arrests by over 333%.

Store security and shift managers receive real-time alerts when any watch-listed individuals enter, allowing them to prevent potential losses and protect staff and customers. A recent testimonial from the customer highlights Oosto's effectiveness, "I don't know what Oosto has done, but whatever it is, keep it up. We've been monitoring a repeat thief. Even with a low-quality photo and a beard and cap, he was consistently detected without any errors. No false positives and no misses. Excellent work"



300%+

Increase in arrests

2X

increase in recovered merchandise

1500+

Cameras deployed