



Protecting your brand while enhancing customer experience

Hanwha Vision's AI-powered video surveillance solutions for luxury retail

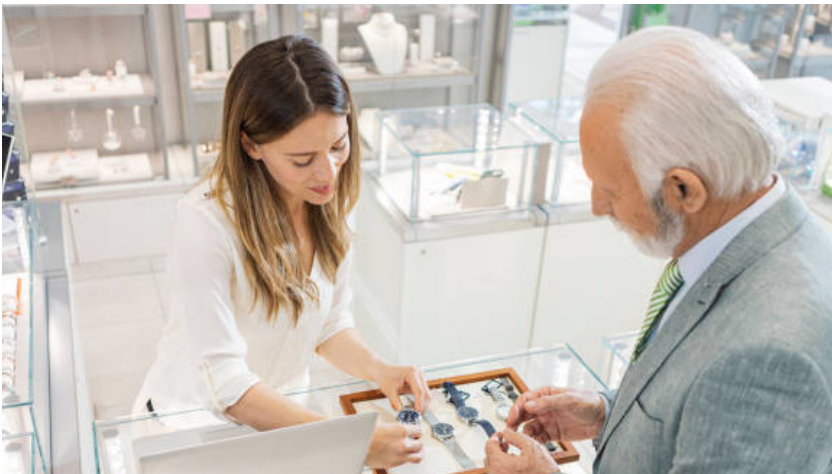
You've built something extraordinary.

Keep it premium.

And, safe.

Your luxury retail space is about much more than moving merchandise. It's carefully orchestrated theater where every detail whispers exclusivity. One that connects with your targets. Where open displays that invite touch are part of that connection, transporting buyers into your brand's universe. Where the visual appeal reigns supreme. Where security needs to be both effective and completely and totally invisible.

It's a delicate balance when TikTok flash mobs can strip entire stores in under 5 minutes. And, professional theft rings—some boasting \$2 million in annual “revenues”—target your merchandise with military precision. Your own employees typically account for nearly 30% of your losses—from outright theft and sweethearting practices.



Research confirms:

71.8% of luxury shoppers interpret heavy security as a red flag. A sign that you don't trust your clientele.

And, nearly 50% will respond by taking their business elsewhere.

A woman with dark hair pulled back, wearing large black sunglasses and a beige trench coat, is looking down at a light-colored scarf she is holding. She is also holding a large, light-colored shopping bag. In the background, there is a glass display case filled with various luxury items, including handbags and jewelry. The setting appears to be a high-end retail store.

The numbers are staggering

While general retail bleeds about **1.5% of product to shrinkage**, luxury brands suffer even more at **over 2% a year**. That's over **\$7.6 billion vanishing from the global personal luxury goods** market annually.

And, it's getting worse. Various industry reports project that **worldwide retail losses may exceed \$150 billion by 2026**, with luxury retailers among the hardest hit.

The cost of visible security

Traditional retail security doesn't work for you for 3 important reasons:

1.

It prioritizes deterrence over discretion

The conventional thinking is that visible measures prevent retail theft. But in luxury retail, visible security prevents sales. Your customers shouldn't know they're being watched any more than they should see the kitchen in a Michelin Star restaurant.

2.

It ignores the psychology of luxury

Mass market shoppers tolerate friction for competitive prices, while luxury shoppers pay a premium to enjoy white glove service. Every security checkpoint, every locked case, every moment of waiting erodes the value proposition of shopping with you.

3.

It lacks sophistication

EAS tags might stop amateur shoplifters, but they're child's play for professional retail criminal networks. You need security that thinks faster than they can plan and move.

So, what if you could protect your million-dollar inventory without destroying the very experience that justifies your premium prices?

The Invisible Revolution: Transforming your luxury retail security

Imagine security that's as powerful as it is invisible. Imagine protection without intrusion. Imagine video systems that actually improve your luxury posture. This isn't fantasy. It's the reality of **Hanwha Vision**'s AI-powered video surveillance solutions, specifically engineered for luxury retail environments and the experience you are selling via:

Architectural integration

The **Hanwha Vision QNF-C9010** fisheye camera and **QND-8011** minidome are where AI meets discreet design. These ultra-compact cameras blend seamlessly into your interiors. No bulky housings. No obvious domes disrupting your carefully planned aesthetic. The **QNF-C9010** provides comprehensive 360° coverage with crystal-clear 12MP resolution, eliminating blind spots while remaining virtually invisible to shoppers. And for your intimate sales and display areas, the **QND-8011** delivers sharp 5MP imagery in a form factor so subtle it becomes part of your decor.

QNF-9010



QND-8011



Behavioral intelligence

These aren't just cameras—they're your 24/7 AI-powered security analysts. **Hanwha Vision**'s license-free analytics examine thousands of behavioral patterns in real-time, identifying potential threats before they escalate. Repeated glances at exits. Unusual movement patterns. Telltale handling of merchandise. Your **Hanwha Vision** system recognizes all in an instant. And, your staff receives subtle alerts for quick and seamless intervention.

Complete store coverage

Your security needs to extend beyond the sales floor—to storage areas and employee zones. The **Hanwha Vision** [TNV-C8011RW](#) wall mount camera provides an eye-level perspective with panoramic 180° coverage for these and other sensitive areas. Its built-in AI analytics and IR capabilities ensure that your high-value inventory remains protected even in low-light conditions, while the 5MP resolution captures details that traditional security systems miss.



[TNV-C8011RW](#)



Exterior protection

The [PNM-C16013RVQ](#) mini multi-directional camera provides AI-enabled monitoring for entrances and parking areas, while the vandal-rated [PNM-C12083RVD](#) offers dual-channel coverage with AI analytics in a dome form factor that withstands tampering. For parking lots and approach roads, the [PNO-A9311RLP](#) cameras feature specialized License Plate Recognition (LPR) capabilities, tracking vehicles and helping law enforcement respond to incidents.



[PNM-C16013RVQ](#)



Enhancing your brand with Hanwha Vision

Hanwha Vision's AI-powered video surveillance solutions support your white glove service and deliver personalization at scale. In other words, they actually enhance your brand.

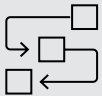
Operational optimization

Hanwha Vision's analytics don't just track threats—they reveal opportunities that enhance multiple aspects of your business



For Marketing teams

Customer flow analysis shows which displays draw attention and how long shoppers interact with specific products. Heat mapping reveals the most engaging areas of your store, informing future layouts and visual merchandising decisions.



For Operations

The system optimizes staffing by analyzing peak traffic periods and identifying bottlenecks. You can ensure adequate coverage during busy periods while avoiding overstaffing during quiet times. Moreover, **Hanwha Vision's** intelligent AI cameras sync with a variety of BI tools to complement numerical data for a more accurate picture of business metrics.



For HR

High-resolution footage and integrated audio help HR professionals accurately reconstruct workplace incidents, ensuring fair decision-making when balancing the needs of VIP shoppers with employee policies. Plus, AI video analytics help optimize staffing levels for maintaining desired customer service coverage and levels.



For IT

Hanwha Vision's edge-based AI processing reduces bandwidth costs by handling analysis at the camera level. Plus, WiseStream III compression technology maintains exceptional video quality while significantly reducing storage requirements, cutting your IT infrastructure costs.



Faster, smoother transactions

Hanwha Vision's AI monitors your store activity in real-time. Your customers flow freely through your space. Your staff quickly process returns because you have indisputable records. In other words, you diminish customer friction while ensuring consistent, comprehensive coverage.

Increased sales and revenue

Freed from playing security guard, your associates can turn their attention entirely to sales and service. Knowing **Hanwha Vision's** intelligent systems watch for threats, they can focus on building relationships and wallet share instead of covertly monitoring behavior.

Seamless growth

As your business expands or changes locations, **Hanwha Vision's** solutions adapt with you. The modular design easily scales while cloud integration ensures that your security intelligence follows your brand wherever it goes.



Partner with Hanwha Vision today

Your brand represents unique artistry and uncompromising quality.

Your security should reflect those same values.

Because in luxury retail, you're not just protecting products.

You're protecting dreams, aspirations, and your premium world.

Ready to discover how **Hanwha Vision's** AI-powered video surveillance solutions for luxury retail protect your environment while enhancing your customer experience? Contact our experts today.



www.HanwhaVision.com

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