



# ■ ■ ■ Ryman Stationery

## People Counting

<p>➤ <b>Analysis module:</b> FoxCounter, edge based people counting.</p>
<p>➤ <b>Customer:</b> Ryman Stationery</p>
<p>➤ <b>Sites:</b> 183 shops in the UK</p>
<p>➤ <b>Industry:</b> Retail</p>
<p>➤ <b>Query:</b> better understand the buying patterns of their customers, and be able to access live or recorded images.</p>
<p>➤ <b>Overview:</b></p> <ul style="list-style-type: none"> <li>• Accurate analysis of customer footfall allowing to determine attendance peaks &amp; buying patterns</li> <li>• High quality cameras with optical zoom capability, to determine the most attractive products.</li> <li>• Access to live views and recorded images at the stores</li> <li>• Deterring and detecting shoplifters</li> </ul>

### ■ ■ ■ The Challenge

Ryman was established in October 1893 when a young Henry Ryman flipped over the 'Open' sign to his brand new shop on Great Portland Street, London. Since its conception, Ryman has been a specialist stationery store. Over the years, it has grown and extended what it sells to include office supplies, technology and office furniture as well as stationery. The company, which is now chaired by Theo Paphitis, has over 220 stores throughout the UK.

Seeking a cost-effective solution, Ryman wanted to replace old CCTV systems at 51 of its stores and replace them with a video surveillance solution that could help them achieve a number of objectives. In addition to deterring and detecting shoplifters, Ryman required a solution that could help them better understand the buying patterns of their customers and the effect of advertising and other promotions activities. Ryman also wanted authorised staff such as marketing and merchandising personnel, as well as regional Loss Prevention Managers, to be able to access live or recorded images of any activity at the stores.

### ■ ■ ■ The Solution

Selec Systems, one of the UK's leading specialist providers of integrated retail security solutions, was awarded the contract to install the new

systems. "The key to the success of any video surveillance installation is of course the careful selection of the most appropriate camera for each element of the project," said Ray Self of Selec Systems. "With such a wide range of models to choose from, including both analogue and Open Platform IP network cameras, Hanwha Techwin Europe were ideally placed to support us on this type of intricate project. The keen pricing of the Samsung cameras meant that we did not have to compromise on quality."

In order to deter, detect and record any incidents of theft, the 51 stores have been equipped with a number of Beyond Series dome cameras together with a four or eight channel DVR. In addition, a WiseNetIII SND-6084 Open Platform dome camera with the FoxCounter people counting Application from Foxstream on board, has also been installed at each store to provide Ryman's management with an accurate analysis of customer footfall.

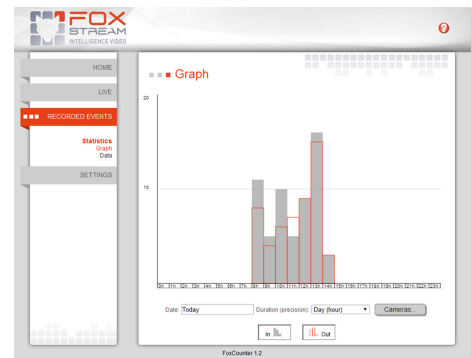
## ■ ■ ■ Close-Up Detail

The SND-6084 perfectly supports the FoxCounter Application, as do many of the other cameras in the WiseNetIII range, as it features P-Iris which optimizes the iris function when multiple lighting conditions exist in a single scene. This results in images with better contrast, clarity, resolution and depth of field, making it easier for FoxCounter to recognise customer flow direction. Plus, thanks to the SND-6084's WDR, image quality is enhanced and motion blur is reduced, enabling FoxCounter to provide accurate counting data even when several people simultaneously cross the counting area threshold. A SCP-2270 PTZ dome has also been installed at each store. This enables Ryman's Loss Prevention Managers and marketing personnel member to remotely view any activity via the iPOLiS Mobile app and view close up detail of people and objects.



## ■ ■ ■ Overview

Following the successful completion of the installations at the 51 stores by Selec Systems, an order has been received to provide a further 132 Ryman stores with the same tailor made solution. Providing Applications out-of-box will reduce installation time, and because Hanwha Techwin Europe has worked very closely with the respective developers of the Applications, Ryman can be assured of a seamless integrated solution that is easy to configure.



**Hanwha Techwin**  
[www.samsung-security.eu](http://www.samsung-security.eu)

Hanwha Techwin (formerly Samsung Techwin) is a leading supplier of video surveillance solutions for IP-video, analogue and hybrid systems. Building on the company's history of innovation, Hanwha Techwin is dedicated to providing solutions with the highest levels of performance, reliability and cost-efficiency for professional security applications, such as continuing development in advanced edge devices and video analytics.



**Selec Systems**  
[www.selecsystems.co.uk](http://www.selecsystems.co.uk)

Selec Systems was formed in 1983 as a specialist provider of retail security products. Since that time the company has developed into one of the leading suppliers of Retail Security Solutions for all types of retailers. Our loss prevention solutions are used by some of the top retailers in high streets and shopping centres throughout the UK.