

RETAIL SOLUTIONS

Tailored solutions for retail spaces

In retail environments, the demand
for integrated approaches has
reached new heights.

Web: www.adiglobal.com/uk
Tel: 0161 687 8787
Email: sales.uk@adiglobal.com


















BOOST RETAIL OPERATIONS WITH ADI'S TRUSTED SOLUTIONS

The retail sector is every changing and the demand for creating a great user-experience within a safe and secure environment is the key to success. ADI Global Distribution partners with leading suppliers to provide tailored solutions for the retail industry, including advanced CCTV to monitor store activity, audio-visual (AV) solutions to enhance in-store displays,

and communication systems to improve staff coordination. Whether you're looking to improve loss prevention or optimise customer experiences, ADI delivers reliable products to meet your needs. Shop with ADI online, visit our stores, or connect with our expert sales professionals for personalised assistance with your needs.



4-5	
6-7	
8-9	
10-11	Public Address Systems, Speaker Systems, Digital Signage and Displays
12-13	
14-15	
16-17	
18-20	The Role of Control Rooms
21	ADI Shop Your Way
22-23	
24-25	
26-27	
28-29	
30-31	
32-33	
34-35	



Intelligent
Fire Detection
with:

- Easy integration
- Simple soft addressing
- Reduced false alarms
- One base fits all
- Ideal for retail projects



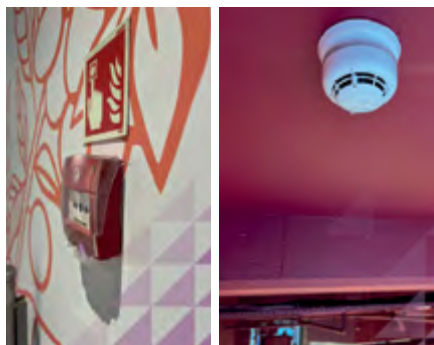
Your Safety  Our Technology

www.hochikieurope.com/sector/retail



Two new ESP installations by Hochiki Europe lead the way in fire safety for retailers

JCB Fire Ltd. partnered with Hochiki Europe to install a state-of-the-art fire detection system at Costa Coffee's new flagship store in Solihull's Touchwood Shopping Centre. This busy retail location, attracting over 13 million annual visitors, required a robust system to ensure customer and staff safety.



The project involved a complete overhaul of a former sports retail unit to meet Costa Coffee's specifications, including integrating a new fire detection system with existing building infrastructure like security and sprinkler systems, while adhering to the Disability Discrimination Act (DDA) requirements.

JCB Fire selected Hochiki's devices for their innovative features, open protocol compatibility, ease of installation, and reliability in minimising false alarms. To comply with the DDA, Hochiki's audio and visual alarm devices were installed to enhance visibility and audibility for all occupants, ensuring efficient evacuation.

Hochiki's ESP range of sensors simplified

installation with a standard, electronics-free mounting base and easy addressing. These versatile sensors offer various detection options, including smoke, heat, and multi-criteria detection. Customisable settings, such as adjustable sensitivity and day/night mode switching, provided tailored fire protection for the two-story restaurant. Grant Wheeler, General Manager of JCB Fire, emphasised the benefits of partnering with Hochiki, highlighting the advanced technology, reduced false alarms, and efficient installation. The installation was completed in under a week by Otec Electrical, demonstrating the effectiveness of the partnership.

"We were able to combine our expertise with Hochiki's innovative technology ensuring the safety and security of Costa Coffee's customers and staff in this brand-new store".

This project showcases Hochiki's ESP range as a robust and reliable fire detection solution for retail and restaurant environments. Its advanced features, open protocol capability, easy installation, and customisable settings enable businesses to prioritise safety without compromising aesthetics.

BiG Pazova, a shopping centre operated by BiG CEE, offers leisure and dining experiences in Srem District, Serbia. Located near highway E75, the mall provides 645 free parking spaces and two outdoor playgrounds, making it a family-friendly destination. Ensuring the safety of visitors, staff, and businesses is a top priority.

Unipelektra, a Hochiki Europe System Partner, was commissioned by Koto Ltd. to install a comprehensive fire detection system.

They selected Hochiki's ESP range, citing its high-quality design, ease of installation and maintenance, and reliability in minimising false alarms.

Over 600 devices, including multi-sensors, call points, and sounders from Hochiki's ESP range, were installed. This intelligent, addressable system is designed and manufactured to international standards, including LPCB, VdS, and EN 54. The range utilises Hochiki's Enhanced Systems Protocol (ESP) for high-integrity digital communication.

The ESP range incorporates features like a high-performance smoke sensor chamber, adjustable sensitivity, sensor drift compensation, and extended addressing to reduce false alarms. It also complies with recognised standards like LPCB and VdS. Unipelektra expressed customer satisfaction with the level of protection provided by Hochiki, recommending the ESP range for future projects.

"The customer is happy with the level of protection Hochiki products have been able to provide. Hochiki always provide the best solutions for our customers"

Hochiki Europe's Regional Sales Manager for Central and Eastern Europe, Petia Simeonova, highlighted the company's commitment to providing trusted solutions that meet project requirements and ensure public safety – *"The project at BiG Pazova demonstrates Hochiki's ability to deliver effective fire detection in complex retail environments."*

To find out more about how Hochiki can help with your next retail project, head to:

 www.hochikieurope.com/sector/retail



Upgrade your vision

**Going beyond
traditional surveillance.**

Smart surveillance systems take security and loss prevention to another level but it doesn't have to stay there. Did you know that network video and audio solutions could also enable better operational efficiency and the overall customer experience? See the possibilities beyond traditional surveillance with integrated solutions from Axis and partners.

Achieve a smart, sustainable, and innovative solution with Axis.



AXIS W102 Body Worn Camera

Empowers and protects officers and guards with effortless support and excellent forensic evidence all day. Get a new end-to-end Axis solution, or use an existing Axis solution, or a third-party VMS or EMS. It's your choice.

ADI#: 02785-001



AXIS P3265-LVE Dome Camera

Based on the latest Axis system-on-chip (SoC), AXIS P3265-LVE offers excellent image quality and advanced analytics based on deep learning on the edge. Packed with cybersecurity features, this unobtrusive fixed dome is ideal for versatile surveillance.

ADI#: 02333-001



AXIS M4317-PLR Panoramic Camera

Optimized for surveillance, this discreet, fisheye camera delivers outstanding images in any light conditions. It offers built-in cybersecurity features and support for advanced analytics based on deep learning on the edge.

ADI#: 02833-001



AXIS P3735-PLE Panoramic Camera

Ideal for wide-area surveillance, this multidirectional camera delivers excellent overviews and detailed coverage. With highly efficient power consumption, it ensures sustainable surveillance with lower operating costs.

ADI#: 02633-001



AXIS P3738-PLE Panoramic Camera

Ideal for wide-area surveillance, this multidirectional camera delivers excellent overviews and detailed coverage. With highly efficient power consumption, it ensures sustainable surveillance with lower operating costs.

ADI#: 02635-001



AXIS M5000-G PTZ Camera

From banks to retail stores, M5000-G PTZ is ideal for a wide variety of indoor applications. This 15 MP indoor camera features three 5 MP sensors and one PTZ camera with 10x optical zoom for total situational awareness and wireless I/O connectivity with Z-Wave Plus® devices.

ADI#: 02187-002



AXIS M3085-V Dome Camera

This cost-efficient, compact mini dome delivers great image quality in challenging light conditions. And, with a deep learning processing unit, you can benefit from advanced analytics based on deep learning on the edge.

ADI#: 02373-001



AXIS M4216-LV Dome Camera

This discreet dome delivers great images in any light conditions. With a deep learning processing unit, it offers intelligent analytics based on deep learning on the edge. Plus, Axis Edge Vault safeguards your device.

ADI#: 02113-001



AXIS P4708-PLVE Panoramic Camera

Compact in design, this dual-sensor, multidirectional camera offers two 8MP channels and a frame rate of 30 fps to deliver excellent wide-angle overviews and zoomed-in detailed coverage 24/7 – even in challenging light conditions.

ADI#: 02944-001



Shopping around for **life safety** equipment?

Protect your premises and people
with C-TEC



Quality UK made life-safety electronic equipment

c-tec.com



You're safe with C-TEC

**CFP704-4****4 ZONE CONVENTIONAL FIRE PANEL**

- 4 detection zones
- 4 sounder circuits
- LPCB certified to EN54-2/4
- 2 and 8 zone versions also available

**C4416****ACTIV OPTICAL SMOKE DETECTOR**

- Suitable for use with the CFP704-4 fire panel
- Outstanding detection performance
- LPCB certified to EN54-7
- Requires a C4408D base

**C4414****ACTIV MULTI-SENSOR FIRE DETECTOR**

- Suitable for use with the CFP704-4 fire panel
- Outstanding detection performance
- LPCB certified to EN54-5&7
- Requires a C4408D detector base

**BF430C/CC/SR****ACTIV 100dB(A) SOUNDER**

- Suitable for use with the CFP704-4 fire panel
- Wall mounting
- 31 selectable tones
- LPCB certified to EN54-2

**BF370S****MANUAL CALL POINT**

- Suitable for use with the CFP704-4 fire panel
- Supplied with a red back box and key
- Smooth-action resettable element mimics the feel of breaking glass
- LPCB certified to EN54-11

**NC951****ACCESSIBLE TOILET ALARM KIT**

- A BS8300 compliant emergency assistance alarm
- Easy to install & simple to use
- Allows a distressed person to raise an alarm in an emergency

**PL1/K1****PORTABLE HEARING LOOP SYSTEM**

- A portable, lightweight hearing loop amplifier
- Kit includes a wall-mounting storage shelf
- Ideal for reception areas and small meeting rooms

**ECU-4****4 WAY DISABLED REFUGE CONTROLLER**

- Allows operators to communicate with up to 4 disabled refuge outstations
- Backlit LCD and unique 'auto-learn' facility allows fast system set up.
- 8 and 16 way versions also available

**EVC302GS****4 WAY DISABLED REFUGE CONTROLLER**

- Allows people in disabled refuge area to communicate with an ECU-4 controller
- True duplex speech
- Meets and exceeds the requirements of BS 5839-9 when correctly installed



Revolutionising Retail with AV Technology: Public Address Systems, Speaker Systems, Digital Signage and Displays

The retail industry has always been a dynamic and competitive landscape where customer experience reigns supreme. With the rise of e-commerce and shifting consumer expectations, brick-and-mortar stores must deliver immersive, memorable experiences to remain relevant. AV technology has emerged as a cornerstone of this transformation. From public address systems and background music speaker systems to cutting-edge LED and digital signage, AV solutions play a pivotal role in enhancing communication, improving ambiance, and driving sales.

The Role of AV in Modern Retail

AV technology serves as a powerful tool to engage customers, deliver information, and create atmospheres that encourage spending. In retail environments, the right combination of sound, visuals, and interactive displays can influence purchasing decisions, foster brand loyalty, and streamline operations. The integration of AV technology into retail spaces helps create a cohesive and engaging customer journey.

Public Address Systems: Enhancing Communication and Safety

Public address (PA) systems are integral to retail environments, offering functionality that goes beyond announcements. These systems allow retailers to communicate with shoppers and staff effectively, enhancing both the customer experience and operational efficiency.

1. Efficient Announcements

PA systems are commonly used for announcements about promotions, flash sales, or important store updates. For instance, announcing a limited-time discount on a popular product creates a sense of urgency and can lead to immediate sales boosts.

2. Safety and Emergency Management

PA systems also play a crucial role in ensuring safety. In the event of emergencies such as fires, evacuations, or security threats, clear and reliable communication can guide customers and staff to safety. Modern PA systems are often integrated with other safety protocols, such as fire alarms and security systems, for seamless operation.

3. Zoning Capabilities

Advanced PA systems offer zoning features, enabling retailers to target specific areas of the store with tailored messages. For example, promotions in the electronics section can be communicated only to that zone, minimizing disruptions in other areas.

4. Improved Customer Service

PA systems can assist in enhancing customer service by facilitating communication between staff members, ensuring faster responses to customer inquiries or restocking needs.

Retail Background Music Systems - Impact and Advantages of Speaker Systems

Background music systems have become an essential feature in retail environments, enhancing the overall shopping experience and influencing customer behaviour. These systems are designed to deliver high-quality audio tailored to the store's ambiance and brand identity, creating an inviting atmosphere that keeps customers engaged.

One of the primary advantages of installing

a background music audio system in retail is **enhanced customer experience**. Music has the power to evoke emotions and set the tone for a shopping journey. Alongside this is **increased dwell time**, studies show that customers are more likely to spend time browsing when the background music complements the store's ambiance with longer dwell times often translating into higher sales. Finally, there are operational benefits including noise masking, as background music helps reduce the impact of external distractions or ambient noise, making the environment more comfortable for both customers and staff.

By installing a background music audio speaker system, retailers can elevate their space, improve customer satisfaction, and ultimately drive sales. In today's competitive retail landscape, such systems are a strategic investment in creating an appealing and immersive shopping experience.

Types of Background Audio Speaker Systems in Retail

Retailers have a variety of background audio speaker systems to choose from, each tailored to specific needs and environments. Selecting the right type depends on the store layout, desired audio quality, and branding goals.

1. Ceiling Speakers

Ceiling speakers are among the most common choices for retail spaces. Installed flush with the ceiling, they provide even audio distribution without taking up floor or wall space. They are ideal for creating subtle, immersive background music that enhances the shopping experience without overwhelming customers.

2. Wall-Mounted Speakers

Wall-mounted speakers are versatile and suitable for stores with limited ceiling access. They can be positioned to direct sound into specific areas, such as entryways or high-traffic zones. These speakers often offer adjustable brackets for flexible placement.

3. Pendant Speakers

Pendant speakers are suspended from the ceiling and are well-suited for retail spaces with high ceilings, such as warehouses or open-concept stores. They provide focused audio while adding an aesthetic element to the space.

4. In-Wall Speakers

In-wall speakers are integrated into walls, offering a sleek and minimalist appearance. They're ideal for upscale retail environments that require discreet sound systems without visible hardware.





Challenges and Considerations

While AV technology offers significant advantages, retailers must address certain challenges to maximize its potential.

1. Cost and ROI

High-quality AV systems require upfront investment, and retailers must carefully evaluate their return on investment (ROI). However, with proper implementation and strategic use, these technologies often pay for themselves through increased sales and customer satisfaction.

2. Content Management

Effective content management is crucial for AV systems to succeed. Retailers must ensure that messaging, music, and visuals remain relevant, engaging, and aligned with their brand.

3. Technical Expertise

Implementing and maintaining AV systems requires technical expertise. Partnering with experienced providers can help retailers navigate complexities and ensure smooth operation.

4. Privacy Concerns

Advanced technologies like facial recognition and data analytics raise privacy concerns. Retailers must adhere to legal regulations and communicate transparently with customers about data usage.



Conclusion

In the competitive world of retail, AV technology is no longer a luxury - it's a necessity. Public address systems ensure clear communication and safety, background music shapes the shopping atmosphere, and LED and digital display signage delivers impactful advertising and information. Together, these technologies create immersive, engaging, and efficient retail environments that drive customer satisfaction and sales.

By staying ahead of the curve and embracing the latest AV innovations, installers can offer clients the opportunity to transform their spaces into destinations where shoppers not only buy but also experience the essence of the brand. In modern retail, AV technology is the bridge between commerce and connection.

LED and Digital Signage: Engaging Visuals for Advertising and Information

LED and digital signage displays are redefining how retailers communicate with their audiences. From dynamic advertisements to interactive wayfinding tools, these visual solutions offer unparalleled versatility and impact.

1. Captivating Advertising Displays

LED screens are ideal for showcasing vivid, eye-catching advertisements. Unlike traditional static posters, digital displays can cycle through multiple promotions, providing more value in the same physical space. Retailers can highlight seasonal sales, new arrivals, or exclusive deals, ensuring customers are always aware of the latest offerings.

2. Interactive Customer Engagement

Touch-enabled digital displays are becoming increasingly popular in retail. These screens allow customers to browse product catalogues, check inventory, or even customize products on the spot. Interactive displays enhance engagement and create a sense of empowerment for shoppers.

3. Real-Time Updates

Digital signage enables retailers to make real-time updates to their displays. Whether it's adjusting pricing, showcasing social media feeds, or broadcasting live events, the flexibility of LED technology ensures relevance and timeliness.

4. Improved Wayfinding

In large retail spaces or shopping malls, LED signage is essential for guiding customers. Interactive wayfinding tools help shoppers locate specific stores, departments, or products, reducing frustration and improving the overall experience.

5. Energy Efficiency and Sustainability

Modern LED displays are designed to be energy-efficient, aligning with the growing demand for sustainable practices in retail. By replacing traditional signage with LED

technology, retailers can reduce their carbon footprint while enjoying the benefits of vibrant, long-lasting displays.

6. Data-Driven Insights

Many digital signage systems are equipped with sensors and analytics tools that provide insights into customer behavior. For example, facial recognition technology can analyze demographics, allowing retailers to tailor content to specific audiences.

The Synergy of AV Components

While each AV component - PA systems, background music, and digital signage - offers unique benefits, their real power lies in integration. Together, they create a unified and immersive environment that enhances every aspect of the customer journey.

1. Consistency in Branding

When PA announcements, background music, and digital displays are aligned with a retailer's brand identity, the result is a cohesive and professional atmosphere. This consistency reinforces brand recognition and loyalty.

2. Dynamic Promotions

Imagine a scenario where a PA announcement highlights a flash sale, background music shifts to an energetic tune to match the excitement, and LED screens display countdowns and product highlights. This synchronized approach maximizes the impact of promotions.

3. Enhanced Customer Experience

Integrated AV systems streamline the customer experience by delivering information, entertainment, and ambiance seamlessly. This reduces cognitive load for shoppers, allowing them to focus on their purchases.

4. Operational Efficiency

Centralised control systems allow retailers to manage all AV components from a single interface. This simplifies operations and ensures consistency across multiple locations.

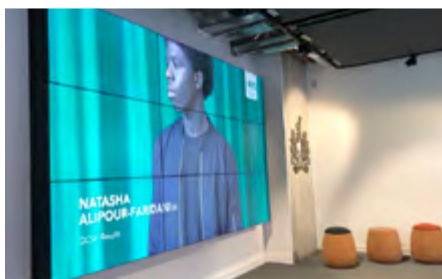
NOWSIGNAGE

Display digital signage content
on any screen, anywhere.

Contact us

**FREE
TRIAL**

via resellers



Coca-Cola

skinhealth  SPA

DOUBLETREE
BY HILTON™

John Lewis

 BANK OF
SCOTLAND

 **JCB**

 UNIVERSITY OF
OXFORD

RetailWeek

NOWSIGNAGE

Cloud-based digital signage CMS

NowSignage is an award-winning digital signage CMS that enables users to upload, schedule & manage content across screens at the click of a button. Operating across all industry sectors, NowSignage is ideal for a single location with a handful of screens, or multiple global locations with thousands of screens.



Class-leading features out-of-the-box

NowSignage multi-zone capabilities allows the seamless playing of static ads, videos, live YouTube, TV channel streaming, RSS news feeds, dashboards, web views, moderated social media posts, secure Microsoft PowerBI dashboards and custom Google integrations. Our advanced proof-of-play, audience measurement and targeted content controls are also provided at no extra charge!

// Most affordable

// Secure & reliable

// Easy to use

// Hardware agnostic

// Custom integrations

// Superior support

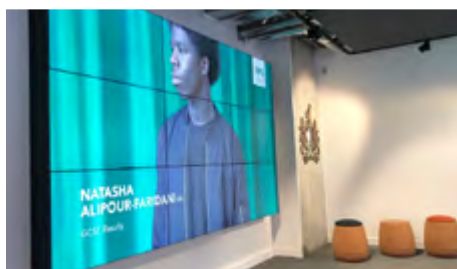


About us:

NowSignage are true SaaS; continually evolving and improving our technology.

With 4,000+ customers implemented across 30+ countries, NowSignage are trusted by the world's biggest brands. NowSignage can be implemented across all industry sectors, across a wide array of applications.

NowSignage only sell via our reseller and distribution channel partners. Our well established partner eco-system and hardware agnostic approach means that NowSignage is fully compatible with all leading System-on-Chip displays and media players.



DECATHLON



SPAR



"The most advanced, secure & cost effective CMS on the market"

Coca-Cola Enterprises

Vestel is one of the largest display manufacturers in Europe and has been producing TVs for the UK market since 1995.

As a Turkish company with a strong UK and European presence, we are well placed to support businesses adopt the latest in pro AV solutions. The quality of our products is matched by their reliability and robustness.

All our displays undertake a rigorous testing process to ensure they meet industry standards and customer expectations.

VESTEL





INTRODUCING THE PF SERIES 4K 16/7 DIGITAL SIGNAGE

With its versatile, super-slim design and exceptional picture quality, the 16/7 PF Series offers our most flexible solution yet.



PF 43" 50" 55"

4K

**500
NIT**



SCREEN SHARE



16/7 USAGE



2 x HDMI



3 x USB

WATTBOX[®]

Think You Know Power?



Think Again.

WattBox delivers professional power for IP installs with a range of options to suit your needs. Pair WattBox with OvrC, free cloud based remote management and monitoring platform to troubleshoot remotely and limit call outs.

	WB-800IVPS-IPVM-12	<ul style="list-style-type: none"> • IP Vertical Power Strip and Conditioner • 12 Individually Controlled & Metered Outlets 	£450.00
	WB-800I-IPVM-6	<ul style="list-style-type: none"> • 800I Series IP Surge Protector • 6 Individually Controlled & Metered Outlets 	£290.00
	WB-800ICH1U-IPVM-8	<ul style="list-style-type: none"> • 1U Integrated Faceplate IP Power Conditioner • 6 Individually Controlled & Metered Outlets 	£425.00
	WB-250I-IPW-2	<ul style="list-style-type: none"> • 250I Series Wi-Fi Power Controller • 2 Individually Controlled Outlets (Wi-Fi or Wired) 	£130.00
	WB-800I-FP	<ul style="list-style-type: none"> • 800I Series Faceplate • Use with WattBox 800I series 	£135.00

Empower your Installs with Remote Management



Pairing WattBox with the OvrC platform installers can remotely troubleshoot, receive alerts, monitor, configure and automatically schedule reboots and firmware updates. This saves time and cost to your business.

WATT BOX® + OvrC®

The Power of Control



Pair WattBox power products with OvrC, and transform the way your retail business manages digital signage and critical devices. With WattBox and OvrC, you'll ensure your digital displays are always up and running by automatically monitoring power status, and performing instant reboots if a device goes offline. Schedule regular power cycling to maintain optimal performance, reducing the risk of unexpected failures. By remotely managing and troubleshooting from anywhere, you can avoid costly on-site service visits, improve uptime, and keep your retail operations running smoothly – all while saving time and money.

Benefits of OvrC



Real Time Notifications

Receive alerts and troubleshoot common issues before your customer ever realises there's an issue.



Remote Reboots

Save time and reduce call outs by rebooting devices remotely from the OvrC desktop or mobile app.



Modify Configurations

With our clean user interface, it's easy to modify common configuration settings of a device – even after your install is complete.



Firmware Updates

Get instant notifications when firmware updates are available, and update devices remotely with a single click.



Remote Access

Get remote, secure access to each device's local UI – including advanced configuration settings – with just the click of a button.



Client-Facing Mobile App

With the OvrC Home app, your customers have the power to fix common issues and manage network settings on their own time.



For more information on **WattBox** and **OvrC** contact your ADI Account Manager or ADI's Technical Team on

0161 687 8789

The Role of Control Rooms and Technological Advancements Shaping the Future of Retail Operations

How tech-driven control rooms enhance retail security and efficiency.



Control rooms have always been at the heart of retail operations, providing oversight, security, and operational management. However, with rapid technological advancements, the role of control rooms in retail has evolved from a simple surveillance function to a more integrated, data-driven approach. This transformation is especially critical in large retail environments such as shopping malls, retail centres, and parking areas, where the complexity of operations demands real-time monitoring, improved security, and operational efficiency. By leveraging technologies such as cloud-based surveillance, advanced video analytics, and IoT integration, control rooms in the retail sector are becoming more proactive. This enables retailers to manage multiple aspects of their operations from a central command centre. This article explores how modern control rooms revolutionise retail security and operations, focusing on retail parking areas, perimeter monitoring, and large shopping malls.



The Role of Control Rooms in Modern Retail Operations

Control rooms are integral to maintaining safety, efficiency, and compliance in retail environments. Their role goes beyond simply monitoring security cameras; they manage various facets of the retail experience, from real-time security surveillance to ensuring smooth operational workflows. For large retail environments like shopping malls or retail centres, control rooms are critical for overseeing the entire perimeter, including parking areas, entrances, and interior spaces. In these expansive settings, control rooms ensure that incidents related to security or operations are detected early and addressed promptly. This includes monitoring access points, managing crowd flow, detecting suspicious activity, and ensuring that all areas of the premises, interior and exterior, are adequately secured. Furthermore, in high-traffic areas such as retail parking lots, where incidents like theft or accidents can be more common, control rooms play a key role in ensuring the safety of customers and staff. Their integration with advanced security systems helps mitigate risks,

prevent incidents, and improve the overall customer experience.

By leveraging technologies such as cloud-based surveillance, advanced video analytics, and IoT integration, control rooms in the retail sector are becoming more proactive. This enables retailers to manage multiple aspects of their operations from a central command centre. This article explores how modern control rooms revolutionise retail security and operations, focusing on retail parking areas, perimeter monitoring, and large shopping malls.

Technological Advancements in Retail Control Rooms

Cloud-Based Surveillance Solutions

One of the most significant advancements in retail control rooms is adopting cloud-based surveillance systems. In the past, surveillance footage was typically stored on-site, which limited access and could be vulnerable to data loss or corruption. With cloud-based systems, data is securely stored off-site, and retailers can access live or archived footage remotely from any location.

This particularly benefits retailers with multiple locations, such as shopping malls or retail parks. Cloud-based surveillance enables control rooms to manage and monitor video feeds from various sites simultaneously, streamlining operations and improving response times whether monitoring parking areas, store entrances, or the perimeter of a shopping mall, control room operators can observe all areas of interest in real-time and take immediate action when necessary. Moreover, cloud solutions ensure data security through encryption and secure storage protocols, protecting sensitive customer information while complying with regulations like GDPR. This also means that surveillance data can be accessed remotely, making it easier to respond quickly to any security threat or operational challenge.



Advanced Video Analytics for Retail Security

Control rooms increasingly rely on advanced video analytics to improve security and operational efficiency. These technologies provide more than just surveillance footage

- they offer actionable insights that help control room operators manage complex retail environments effectively.

The following tools are particularly beneficial in retail centres or large shopping malls, where the complexity of managing security and customer service demands the ability to respond quickly and intelligently to emerging situations. Video analytics helps to predict and prevent potential issues before they become incidents, making control rooms far more proactive.



Facial recognition

This technology can help identify known shoplifters or suspicious individuals as they enter a retail centre or parking area. It can also be used for VIP recognition, ensuring frequent customers receive personalised service. By recognising individuals of interest, control rooms can prevent potential security breaches before they escalate.



Crowd density tracking

Retail environments, particularly shopping malls and retail parks experience significant foot traffic. Video analytics can track customer movement and assess crowd density in real time, allowing control rooms to adjust staffing levels and ensure smooth flow, particularly during peak shopping hours or sales events. This also helps identify areas that may need extra security measures.



Heat mapping

Heat mapping is invaluable in understanding customer behaviour, particularly in large retail environments. By tracking foot traffic patterns within stores or around the retail centre perimeter, control rooms can optimise store layouts, product placements, and staffing. Heat maps also help monitor parking areas to ensure that high-traffic zones are adequately monitored, improving security and ensuring customers' safety.





Integration with IoT Devices and Other Retail Systems

Modern control rooms are increasingly integrated with various Internet of Things (IoT) devices and smart systems, creating a more cohesive and efficient operation. By linking multiple security and operational technologies, control rooms gain a comprehensive view of retail environments, ensuring seamless coordination and response.

For instance, [access control systems](#) can be integrated with surveillance to monitor store entrances, employee-only areas, and restricted zones, allowing real-time verification of authorised personnel. Intrusion prevention systems work in tandem with video analytics to detect unauthorised access attempts and trigger automated alerts, enabling swift security interventions. [Perimeter monitoring solutions](#) use thermal imaging and motion detection to secure retail centres, identifying potential threats before they escalate. Additionally, integration with [fire safety systems](#) ensures that [smoke and heat detection](#) alerts are instantly relayed to control rooms, allowing immediate action to protect customers and staff. Control rooms can also manage [commercial audiovisual \(AV\) systems](#), synchronising [digital signage](#), [public address and voice alarm announcements](#), and emergency notifications to enhance communication and customer experience within large shopping malls.

By unifying these critical systems, modern control rooms improve security and streamline retail operations, ensuring a safer and more efficient shopping environment.

Enhancing Operational Efficiency in Retail Control Rooms

With the growing complexity of retail environments, particularly large shopping malls

and multi-store retail centres, operational efficiency is key to maintaining smooth operations. Advanced technologies make control rooms more efficient by automating several key tasks.

For instance, automated alerts triggered by video analytics (such as detecting overcrowding, unauthorised access, or suspicious behaviour) allow control room operators to respond immediately without manually monitoring each camera feed. These tools also enable retailers to optimise staffing, ensuring that security personnel or customer service staff are deployed to high-priority areas, whether a busy parking lot, a crowded mall entrance, or an underperforming retail area.

Video analytics also helps improve inventory management. Cameras monitor stock levels and alert staff when stock is low, or items are being moved without purchase. By automating these processes, control rooms can operate more efficiently, reducing the need for manual monitoring and allowing operators to focus on higher-level strategic decisions.

Compliance and Liability Management in Retail

In addition to improving operational efficiency and security, control rooms help retailers ensure compliance with safety and privacy regulations. This is especially important for GDPR compliance and protecting customer data in the retail sector.

With cloud-based systems and [encrypted video storage](#), control rooms ensure that sensitive surveillance data is protected and stored according to regulatory requirements. Additionally, high-quality video footage from cameras monitoring retail parking areas, store entrances, or mall perimeters can be used to resolve disputes or manage liability risks. For example, in the event of a slip-and-fall incident or customer complaint, video evidence can provide a clear account of events, protecting

retailers from legal challenges.

The Future of Retail Control Rooms: Emerging Trends

As AI and machine learning technologies continue to evolve, retail control rooms will become even more advanced. AI-powered systems could automate real-time decision-making by identifying patterns in customer behaviour or predicting security threats before they happen. In parking areas, AI could track vehicle movement and help prevent thefts, while in retail centres, AI could optimise store layouts based on customer preferences. Additionally, predictive analytics will enable control rooms to forecast busy periods, staffing needs, and inventory demands, ensuring that retailers can proactively manage operations. Automation will continue to reduce the need for manual intervention, allowing control room staff to focus on more strategic aspects of retail management.

Conclusion

Modern control rooms in the retail sector are evolving into dynamic, high-tech hubs that improve security, operational efficiency, and customer experience. By integrating cloud-based surveillance, advanced video analytics, and IoT systems, control rooms can manage complex retail environments—whether a large shopping mall, a retail centre, or an expansive parking lot—with greater precision and speed. As technology advances, retail control rooms will only become smarter, more proactive, and better equipped to handle the demands of the modern retail world. Retailers who embrace these innovations can offer enhanced safety, operational efficiency, and customer satisfaction, ensuring their competitive edge in an increasingly complex market.

Contact ADI's Specialists

If you need support with product selection or configuration, contact our team



ADI YOUR WAY

Whether you're on a phone, tablet,
laptop or in person, your ADI order
is at your fingertips



Pick Up in Branch



Order on the ADI App



Order Online



Get Expert Support



Your ADI order at your fingertips

With over 270 brands, 24,000 products and 28 branches, ADI offers the choice to shop online, in branch or call and speak to one of our sales team.

www.adiglobal.com/uk • 0161 687 8787 • sales.uk@adiglobal.com



Guaranteed to go the distance. Site cameras anywhere

High power and bandwidth over exceptional
distances indoors and outdoors.

LONGSPAN®

Veracity's LONGSPAN reliably powers unrestricted
100Base-TX with 802.3af, 802.3at, and 802.3bt

POE at distances far beyond the normal Ethernet
limits. LONGSPAN Max can output 90W of POE.

Verified by Veracity's SAFEVIEW smart diagnostics
LED display with instant confirmation of link status,
power and cable faults from either end of the cable.

With Smart
Diagnostics

Point to Point

Up to 90W of POE

Easy to Install

Up to 820m



www.veracityglobal.com

**VSPAN-PLUS-9-UK****High Performance Video Wall Controller for 9x Full HD Screens**

- 9-Mini DisplayPort outputs for HD or 4K monitors
- Decoding and display of 81 Full HD streams at 30 fps
- Embedded VIEWSPAN Nexus software with all features

**VSPAN-PLUS-12-UK****High Performance Video Wall Controller for 12x Full HD Screens**

- 12-Mini DisplayPort outputs for HD or 4K monitors
- Decoding and display of 108 Full HD streams at 30 fps
- Embedded VIEWSPAN Nexus software with all features

**VCS-4P1****CAMSWITCH 4 Plus 802.3at PoE Network Switch**

- Twisted Pair media support for a dependable and productive connectivity

**VHW-HW****HIGHWIRE High-Speed Ethernet Over Coax Video Cable Module**

- Simple retro-fit of IP cameras in place of analogue
- Full 100Base-TX Ethernet performance
- Supports multiple IP cameras (with switch)

**VHW-HWPS-C4****HIGHWIRE Powerstar Quad 4-Port PoE Switch Over Coax Cable**

- Works with any IP camera or device
- PoE eliminates the need for additional cable runs
- Delivers up to 25W of PoE per port, between 10-78W total power

**VHW-HWPS-B8****Powerstar Base-8 8-Port Ethernet over Coax Base Unit**

- 8 CH Analog Coax to Ethernet IP camera/device media converter with POE+
- Works with any IP camera or device
- Plug and Play

LEDstudio
PRESENTS

V-Poster

MOBILE.
VERSATILE.
STYLISH.



Designed for visual **merchandising freedom**. Transform spaces instantly through flexible placement to **maximise ROI**.



Durable



Scalable



Cloud & app
management



Integrated
speakers



Lightweight



Energy
efficient



Pixel pitches
- P-1.8
- P-2.5



3 mounting methods
- Wall
- Mobile
- Hanging



Scan QR Code for more information

LEDstudio
PRESENTS

the **EDGE** series



Engineered to replace popular
LCD panels & fit onto existing video wall infrastructure.

Designed with sustainability in mind



16:9 aspect ratio



43" & 55" cabinets



Up to 40%
energy saving



2 mounting methods
- Wall
- Vesa



Lightweight



- 1080p
- 4K
- Custom sizes

43" Edge Pro

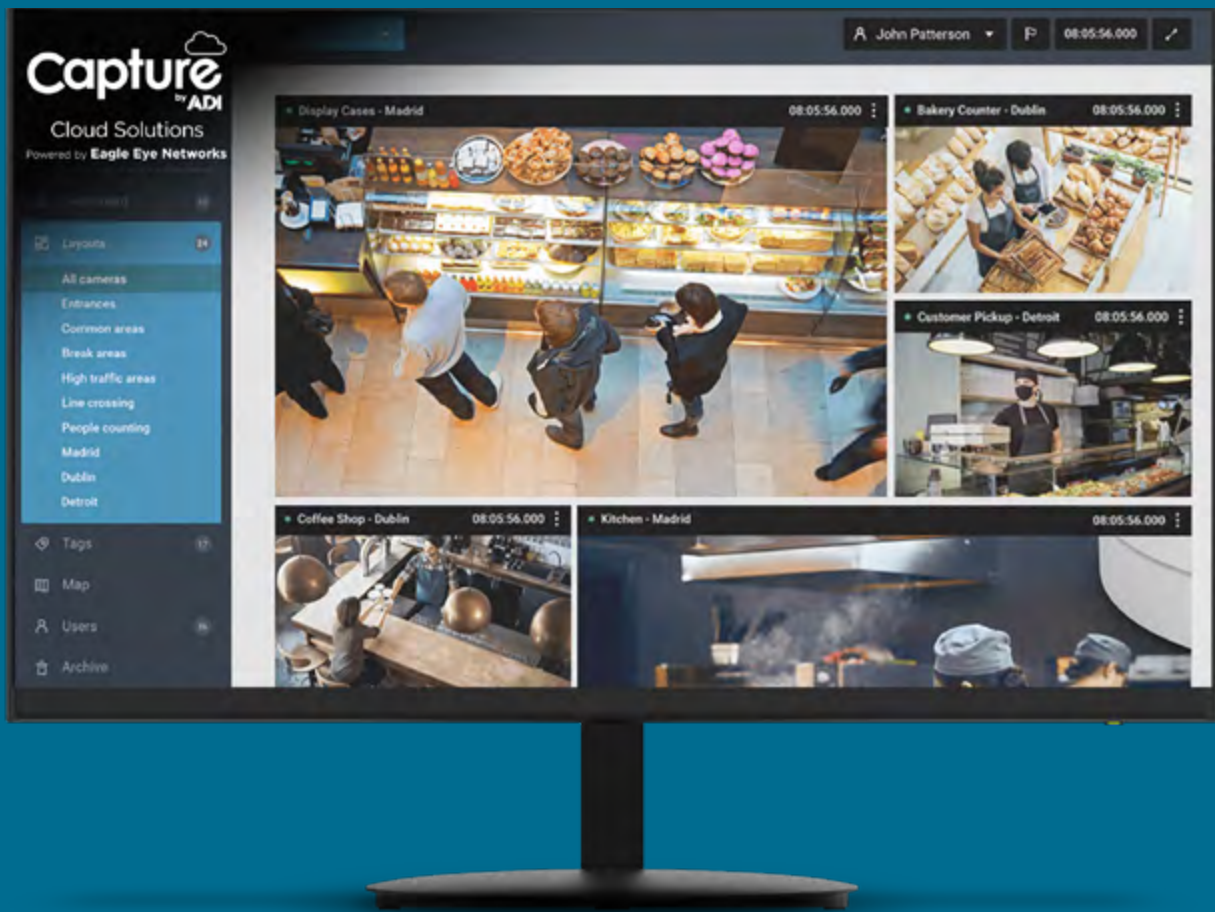


Scan QR Code for more information or visit theledstudio.com



55" Edge

Capture by ADI Cloud Solutions VSaaS



What is the Capture by ADI Cloud Solutions VSaaS?

The Capture by ADI Cloud VSaaS is a fully managed cloud video surveillance solution, delivering an end-to-end video management system that's simple to deploy and easy to use. It supports all modern browsers and works on Windows, Mac, even Linux with no plug-ins to install.

FOR MORE INFORMATION
DOWNLOAD OUR
CAPTURE CLOUD BY ADI BROCHURE



Capture
by ADI

Cloud Solutions

Powered by **Eagle Eye Networks**

ADI ONLINE

**Your 24/7 Shopping Experience
for Market Leading Security,
Fire and AV Products**



Our website allows you to order any time of day or night, explore products and brands and get hourly stock availability information at your fingertips. If you don't have an online account with ADI sign up for one today.
www.adiglobal.com/uk



Your ADI order at your fingertips

Download the ADI app and hop online
whenever and wherever you want

www.adiglobal.com/uk • 0161 687 8787 • sales.uk@adiglobal.com



BOSE

PROFESSIONAL



SOUND. SIMPLIFIED.

INTRODUCING AudioPack Pro

AudioPack Pro C4W, AudioPack Pro S4B and S4W

Our new AudioPack Pro is a background music and paging solution that brings our signature sound to your business—all in one convenient, ready-to-install package. Inside the box are a Bose Professional amplifier and loudspeakers, perfectly paired and optimized to elevate the customer experience with premium audio. The ideal mix of performance and value, each AudioPack Pro delivers exceptional durability, clean design, and ease of installation.

- FreeSpace FS loudspeakers for durability and performance**
- FreeSpace IZA 190-HZ integrated zone amplifier**
- Quick and easy install to deliver premium audio with confidence**
- Simple instructions via QR code on the box**
- Three different options to meet your specific needs**

Learn more at **BoseProfessional.com**



© 2025 Bose Professional

**888475-2220****Bose Professional AudioPack Pro S4W**

- Music and paging solution
- IZA 190-HZ integrated zone amplifier with premium sound
- Four durable FreeSpace FS loudspeakers

**841151-0310****Bose Professional Outdoor Loudspeaker**

- Full-range 2.25" transducer
- Handles the weather
- Maintain consistent tonal quality

**344871-2430****Bose Professional Integrated Zone Amplifier**

- Amplification for premium sound
- Installation made simple
- Opti-Voice paging

**841158-0210****Bose Professional Aluminum Grilles**

- FreeSpace FS2SE Aluminum Grilles
- White

**888473-2220****Bose Professional AudioPack Pro C4W**

- Music and paging solution
- IZA 190-HZ integrated zone amplifier with premium sound
- 4 durable FreeSpace FS loudspeakers

**841151-0410****Bose Professional Surface-Mount Outdoor Loudspeaker**

- Consistent tonal quality with shared voicing across all FS models
- with transducers that offer clear voice reproduction and smooth response for background music

**888478-2120****Bose Professional AudioPack Pro S4B**

- Music and paging solution
- IZA 190-HZ integrated zone amplifier with premium sound
- 4 durable FreeSpace FS loudspeakers



Unlocking smarter store management

Tailored AI analytics for retailers

RETAIL & BUSINESS AI PACK | AIA-C01RET

- AI detection for people and shopping trolleys
- Optimise stores with heatmap analytics (people, trolley)
- Higher checkout efficiency with advanced queue monitoring
- Blocked exit detection bolsters safety and compliance
- Slip and fall detection improves incident response
- Perpetual licensing, no ongoing monthly costs

www.hanwhavision.eu



Queue management



**PNM-C32083RVQ****32MP 4Kx4-Channel, AI, IR
Multi-Directional IP, Motorized**

- 360° Analytics events based on AI engine:
Classified object, 360° Attributes search
- AI based loitering detection and line crossing detection

**PNM-12082RVD****32MP 4Kx4-Channel, AI, IR
Multi-Directional IP, Motorized**

- 360° Analytics events based on AI engine
- AI based loitering detection and line crossing detection

**PNM-7082RDV****2MP IR Outdoor Vandal-Rated
WDR IP Dome Camera**

- 3-6mm Lens
- Provides night vision of objects at a distance of up to 25 m
- CMOS sensor

**SPA-W100B****IP Wall Speaker, Black**

- Power: PoE (IEEE 802.3 af type 1 Class 3), PoE+(IEEE 802.3 at type 2 Class 4)
- Frequency Response: 20Hz ~ 20kHz
- Amplifier: Built in 10W Class D

**PNM-C9022RV****Mounting Hole Cover,
White**

- White
- RoHS Compliant
- 146g

HIKVISION SMART RETAIL SOLUTION

Optimise Store Layout

Attract customers and keep business bustling — Hikvision helps you understand where your in-store opportunities are by visualising shopping patterns through directional maps, dwell analyses, and heat mapping, so that you can optimise your store layout in a well-informed, targeted manner.



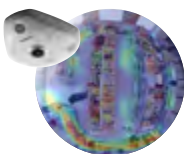
Video-based Flow Direction Analysis

Identifies the directions customers take once they enter your store — optimise routes with high-margin products / promotional activities and compare the data before and after.



Area Popularity Analysis

Measure your promotion effectiveness — set a promotional area as a detection zone for the cameras, and obtain real-time statistics of customer counts and their dwell time in that area.



Heat Mapping

Fisheye cameras can generate a global or area-specific map of your store, tracking people movements in order to identify where the "hot areas" are.



Queue Analysis

Select cameras can monitor in-store queues in real-time and send notifications to store managers when there are too many people waiting in line.

Visualise Data

Hikvision's Smart Retail Solution also features an all-inclusive dashboard to present your perceived data in an intuitive, visualised way. The dashboard equips operations teams with a bird's eye view and multi-dimensional analytics. Visualised data can facilitate virtually instant optimisation for improved sales performance!





DeepinView Cameras

iDS-2CD7146G2-IZHSY(2.8-12mm)
311326655

iDS-2CD7186G2-IZHSY(2.8-12mm)
311326240

- Walk-in Rate
- Traffic Analysis
- Flow Direction Analysis
- Area Popularity Analysis
- Queue Detection
- 1/1.8" progressive scan CMOS
- Up to 4/8MP@60fps
- 140 dB WDR
- H.265+, H.265, H.264+, H.264 video formats
- Built-in dual-mic and speaker for real-time audio security



Fisheye Cameras

DS-2CD6365G1-IVS(1.16mm)
311324116

DS-2CD63C5G1-IVS(1.29mm)
311324115

- Heat mapping with deep-learning algorithm
- Global & sub-area heat map detection
- Heat map statistic by people number or dwell time
- Built-in microphone and speaker
- 1/1.8" progressive scan CMOS
- 6 MP high resolution
- Up to 20 live-view channels
- Digital WDR
- Up to 15 m (approx. 50 ft.) IR range
- Built-in microphone and speaker



M-Series NVRs

DS-7608NI-M2/8P
303616298

DS-7716NI-M4/16P
303616303

DS-7616NI-M2/16P
303616300

DS-7732NI-M4
303616304

- BI data and image library transfer
- POS overlay
- 8/16/32/64 channels of network camera inputs
- H.265+, H.265, H.264+, H.264 video formats



HikCentral (Retail)

- **Intelligent:** One-stop operations on mobile app improves business efficiency
- **Visualised:** Full visualisation of data and operations on app and web client
- **Flexible:** Easily customised to quickly meet customer requirements
- **Open:** Extensive interfaces to integrate with third-parties



www.hikvision.com/uk
support@hikvision.com

Search Hikvision





PROTECTION WHERE IT MATTERS, INCLUDING THE ROOF

The **REDSKAN PRO** is a **Grade 3 LiDAR** sensor that can accurately detect intruders and moving objects up to 50 x 100m away. By creating customisable, high resolution detection patterns, there are no 'gaps', so everything from facades to fences, ceilings to roofs can be covered.

For the installer, the sensor's intelligent multiple zones logic means each detection zone can be independently configured, while its camera module brings visual assistance for configuration and post-alarm analysis. The alarms and video stream can all be configured via ONVIF.

optex-europe.com



ONVIF® | 
ONVIF is a trademark of Onvif, Inc.

INTRUSION DETECTION | VISUAL VERIFICATION | TAILGATING DETECTION | VEHICLE DETECTION | PEOPLE COUNTING



THERE ARE TWO WAYS TO PROTECT WITH ONE SENSOR

The **FlipX** series are **Grade 2** and **Grade 3** detection sensors suitable for any indoor installation site, from residential, right the way through to logistics and high end retail.

Boasting a switchable lens that flips between wide to narrow detection, the sensors feature an innovative pyroelectric sensor that uniquely adapts to the human size and shape, dramatically cutting false alarms. Meanwhile, its flexible mounting height up to 3m and viewable LED indicator ensures easy set up.



optex-europe.com



Call

Tech Support: +44 (0) 161 687 8789
UK Sales: +44 (0) 161 687 8787
IE Sales: +353 (0) 1 450 1366



Click

www.adiglobaldistribution.co.uk
www.adiglobal.ie
UK: sales.uk@adiglobal.com
IE: dublin.ie@adiglobal.com



Collect

28 Stores across UK & Ireland
Order by 5pm for next day delivery



Download the ADI app Easy, fast access to products and account information



ADI-GARDINER LTD, Registered Office, Unit 6, Broadgate,
Oldham Broadway Business Park, Oldham, OL9 9XA, UK.
Registration No. 1322200, VAT registration: GB 301979009.
(T) +44 (0)161 687 8600. (W) www.adiglobal.com/uk

ADI |  **snap one™**