

## Global retailers reporting over 60% reduction in store theft with Veesion Ai 'plug and play' real-time theft detection for CCTV security systems

### Identifies theft as it happens. All without facial recognition

Veesion and DigitalDM Australia are pleased to announce their partnership to launch the Veesion Ai real-time theft detection solution - 'plug and play' for CCTV security systems - into the Australia and New Zealand markets.

Thousands of retail stores globally have reported reduction in their instore theft by over 60% with Veesion's Ai 'plug and play' theft detection solution.

One Veesion client in London has even reported a 90% drop in thefts after installing Veesion Ai, as suspicious activity can be addressed in real-time.

*"London-based Nisa store has cut shoplifting losses by 90% using Veesion Artificial Intelligence (Ai) technology to help tackle theft, using our existing CCTV cameras that can tell when people are inappropriately putting items in their pockets and personal bags. The word has spread fast that they'll get identified immediately if they try to shoplift here."*

Source: [www.grocerygazette.co.uk/2022/03/29/nisa-uses-ai-shoplifters](http://www.grocerygazette.co.uk/2022/03/29/nisa-uses-ai-shoplifters)

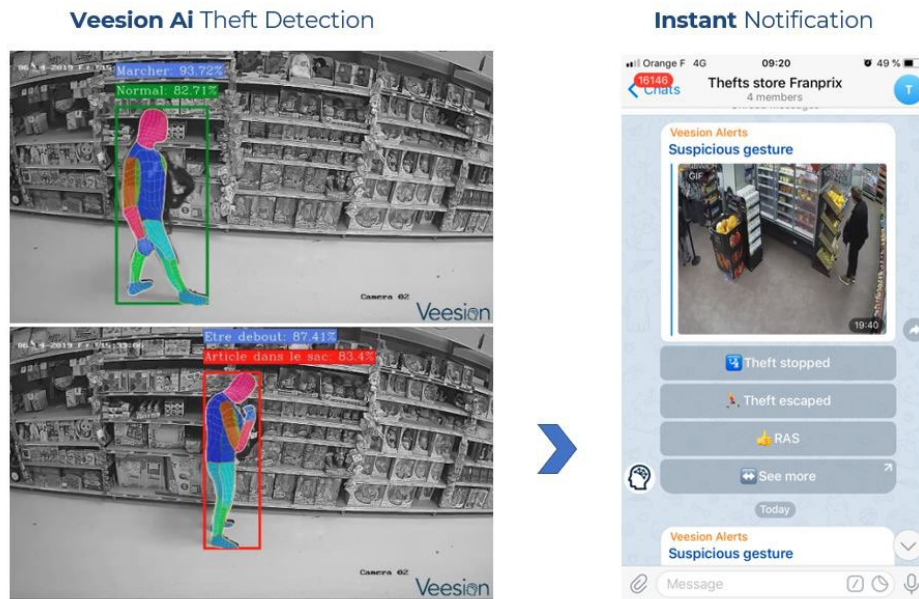
Veesion Ai automates theft detection by anonymously analysing the existing CCTV security system camera feeds of critical areas within a location, in real-time.



Veession Ai uses an anonymous Ai overlay of customers on the CCTV video streams to identify suspicious activity and then instantly delivers a video GIF and/or notification alert of the suspicious activity to the designated store team member's mobile devices, in real-time.

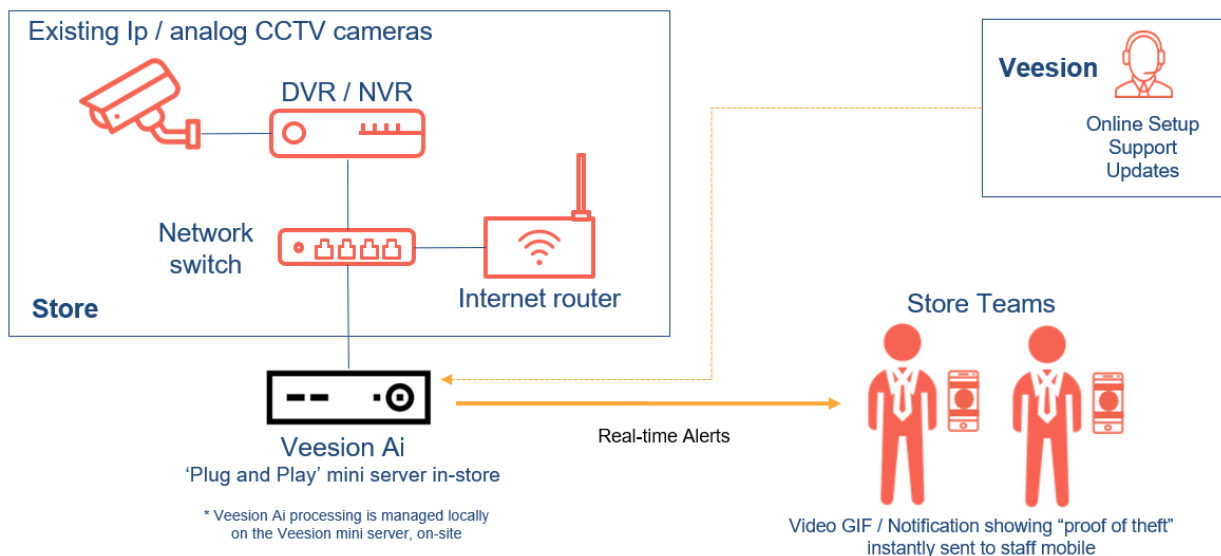
Alert pop-ups can even be displayed on service desks and/or cashier screens.

Veession Ai does not use facial recognition, customer tracking or identity registration.



View Veession Ai in action: <https://vimeo.com/408905924>

Veession Ai activates its service by supplying a 'plug and play' mini server (with Ai resident) that is simply connected to the existing in-store CCTV security system and designated cameras.



Veesion Ai uses its unique active deep learning technology to constantly improve its analytic performance as it continuously analyses the CCTV video data, so that the Veesion Ai rapidly learns any peculiarities of its specific camera locations.

Store teams can change parameters as required and Veesion Ai can be configured to recognize legitimate shopping bags, baskets, and shopping carts.

Veesion is available on a subscription basis and costs vary depending on the number of cameras connected in a store and/or location.

## ABOUT US

Veesion is a leader in deep learning technology and as applied to theft reduction solutions.

DigitalDM, which specialises in the delivery of innovative and Interactive Digital Solutions, has partnered with Veesion Ai for the Australia and New Zealand market.

Please contact us for a demonstration.

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