IDIS®
One Solution.
One Company.

All-In-One 4-Channel AI Box for Retail
Stay Competitive with Affordable Store and Customer Intelligence
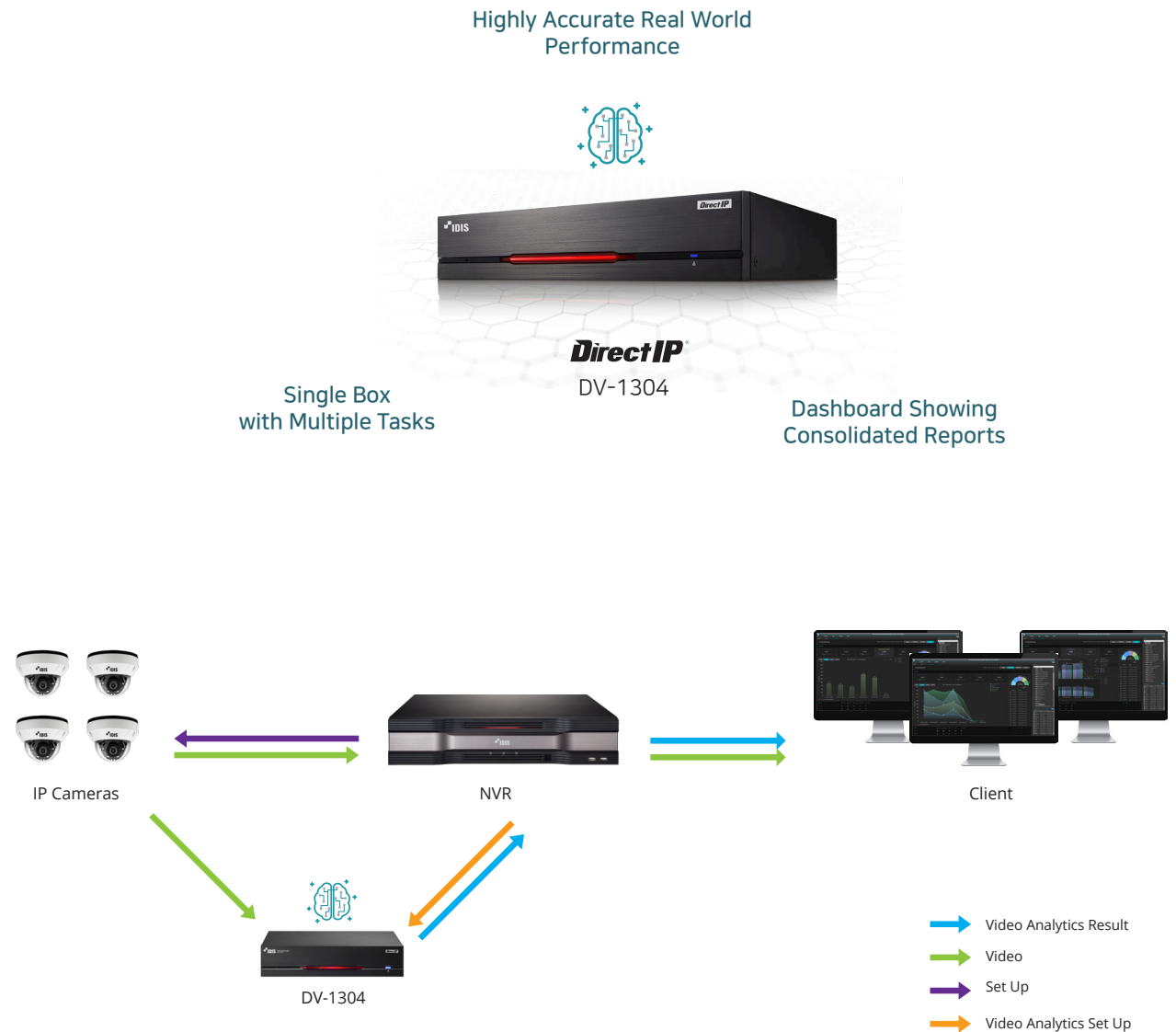
DV-1304

NDAA Compliant

A Simple Add-On AI Box Using **DirectIP**®

Leverage existing legacy system of any size

Handled by an all-in-one AI Box, DV-1304 delivers actionable customer and store insights to increase sales and meet compliance with COVID-secure guidelines. The AI Box for Retail is a simple add-on appliance compatible with existing IDIS network cameras without AI analytics and DirectIP® NVRs, eliminating the need for complex analytics software and expensive upgrades to edge VA devices.

Users can advantage from an industry-first and cost-free dashboard that integrates up to 32-channels of data. The DV-1304 comes with built-in power sourcing equipment (PSE) so there is no need to add Power over Ethernet (PoE) switches, which can impact on the aesthetics of retail environments and saves on installation costs.

Highly Accurate Real World Performance

DirectIP®
DV-1304

Single Box
with Multiple Tasks

Dashboard Showing
Consolidated Reports

IP Cameras

NVR

Client

DV-1304

→ Video Analytics Result
→ Video
→ Set Up
→ Video Analytics Set Up

Cost-Effective Even for Smaller Stores

Smaller retail stores can reap the benefits of deep learning analytics and business intelligence with existing or new cameras and NVRs.

Features and Benefits That Deliver on the IDIS Promise of a Low Total Cost of Ownership

More Angles and Better Analysis

The DV-1304 delivers highly accurate analysis from more angles than ever before, meaning customers can analyze a wider range with just one camera.

COVID Countermeasures

Supports COVID-19 mandates - social distancing, occupancy control, queue monitoring, and face mask detection - relieves pressure on busy retail staff and the risk of verbal and physical aggression.

Rapid and Easy Installation

Inherent power source sourcing equipment (PSE) means the DV-1304 blends with store aesthetics and ensures cost-effective and simple installation.

Free, At-A-Glance Intelligence

Industry's only complimentary and integrated at-a-glance video analytics dashboard giving retail staff intuitive, real-time, and actionable insight.

Increase Sales and Customer Loyalty

Core insights to improve merchandising and promotions, store layouts, staff deployment and sales strategies using people counting, queue monitoring, heat mapping tools.

NDAA Compliant

The IDIS DV-1304 is part of the IDIS suite of NDAA compliant products, which are trusted for use in US federal agency or funded projects, Department of Defense (DoD) applications, aand for the sale and implementation by associated contractors.

Been Disappointed With **Perspective Errors** and **False Alarms** Generated by Existing Video Analytics?

High-Performance in Challenging Light

Customers are detected and analyzed even in challenging environments, including bright in-store lighting or rainy and dark external conditions.

Accurate Customer Insight

The DV-1304 minimizes false alarms by distinguishing customers from items such as carts, backpacks, store furniture, etc.

Certified Accuracy

The DV-1304 uses the IDIS Deep Learning Engine, which has received national certification following testing for military and defense applications, achieving industry-best accuracy-levels to meet stringent compliance requirements.

Affordable **AI Box** to Meet the Requirements of **Small to Medium Stores**

A single DV-1304 can be installed at a reasonable price for small stores using up to 4-channels without expensive edge devices.

Users can benefit from all the AI functions using legacy IDIS cameras and recorders without deep learning features.

The DV-1304 is compact and simple to install so it doesn't need much space or impact on retail aesthetics.

The AI Box uses PSE to eliminate the need for additional switches, making it easy and cost-effective to install.

Users can control the number of people in store with minimal manpower, respond to non-compliance with COVID mandates, and utilize business insights.

All-In-One Box Packed With Powerful Actionable Intelligence Functions and Tools to Support COVID-19 Regulations

Business Intelligence

Implement an effective strategy to continuously improve promotions, merchandising, store layouts, and staff deployment to increase sales and customer loyalty

|		
People Counting		Evaluate sales promotions and merchandising by accurately and quickly collecting the number of customers visiting the store by time, day, month or year.
Queue Monitoring		The DV-1304 calculates the time customers wait in line at checkouts, delis, or returns counters, generating an alarm when the number of people waiting exceeds a preset number, allowing additional staff to be deployed to improve customer service.
Heat Mapping		An intuitive series of colors ranging between red and blue, where red, yellow, and orange areas signal high customer dwell time, hot spots or bottlenecks, while blue and green signal low traffic area or dead zones. This allows store managers to adapt and improve the display of new products, promotions, shelving, and layouts and continually evaluate their effectiveness.
Analytics Reports		Periodic analysis for each feature is available through a simple report generated via video management software (VMS). An industry-leading simple and smart interface allows managers to check hourly or daily data in detail by simply entering a date and time.
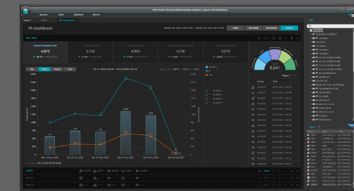
People Counting
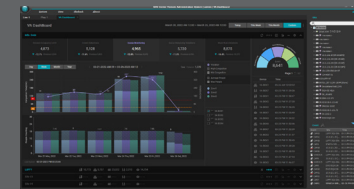
Queue Monitoring
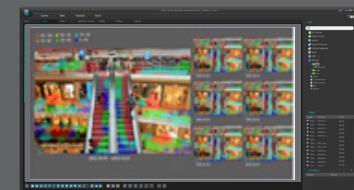
Heat Map

COVID-19 Compliance

To support compliance with COVID-19 guidance or national mandates, the AI Box for Retail quickly and accurately monitors and triggers alerts for maximum customer capacity, social distancing, and correct mask wearing

Occupancy Control

Using 4 cameras at entrances and exits allows for simple and real-time calculations to limit occupancy.

Occupancy dashboards display a 3-step traffic light display to let customers know when it's safe to enter, eliminating the need to deploy staff at entrances.

Displays can be customized with logos and images to drive sales of merchandise if customers need to wait in line.
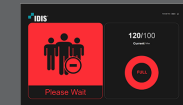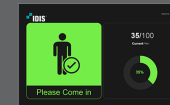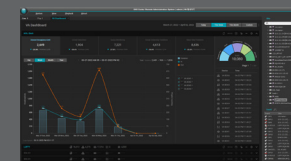
Social Distancing Violations
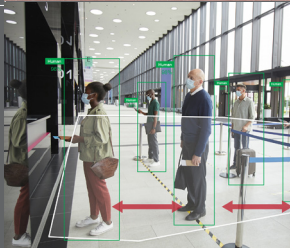
Choosing from five spacing sensitivity levels this function detects the distance between individuals and sends an alarm when a defined distance is violated.

Event notifications can be configured with audio alarms to warn customers of violations with verbal warnings eliminating the need for staff intervention and the risk of confrontation.
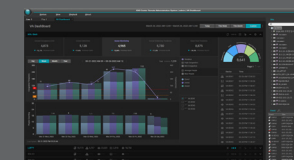
Exceed Occupancy Limit   Social Distancing Violations

Mask Rule Violations

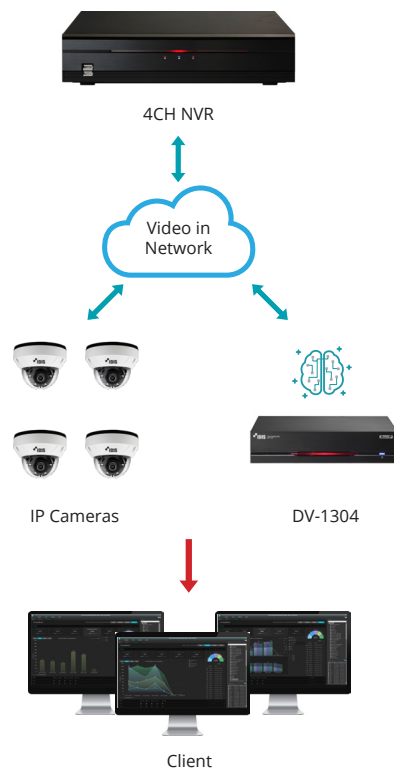Users can choose to detect customers with or without mask and trigger event alarms accordingly.
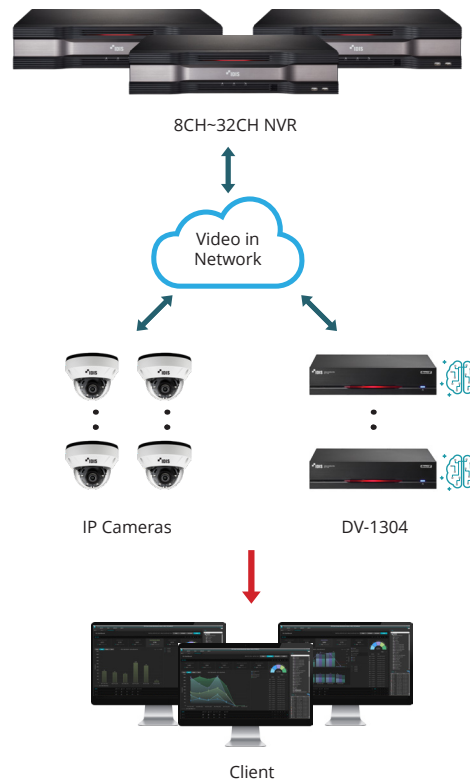
Mask Rule Violations

Maximize Sales Conversions With The Industry's Only **Cost-Free Business Intelligent (BI)** Dashboard Business

Small-Scale (1:1)

Medium, Large-Scale (N:M)

4CH NVR

8CH~32CH NVR

Video in Network

Video in Network

IP Cameras   DV-1304

IP Cameras   DV-1304

Client

Client

- Get people counting data per camera totally cost free using IDIS Center and a single recorder.

- Integrate up to 32-channels simultaneously, with the ability to focus on specific streams and change channels, as required, free of charge.

- Optimized and intuitive design allows managers to check dashboards showing at-a-glance tables and graphs to gain rapid insight.

IDIS Deep Learning Analytics (IDLA)

Powered by the
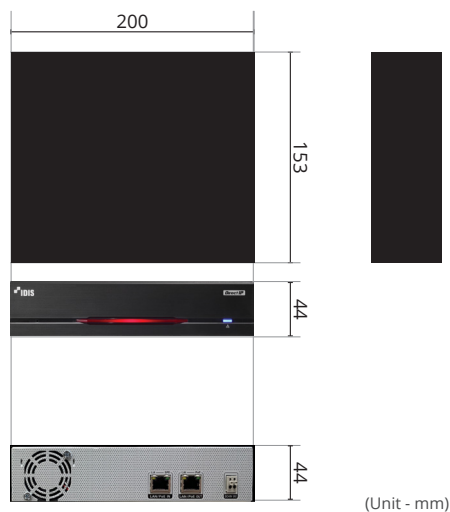IDIS Deep Learning Engine

All-In-one AI Box for Retail

DV-1304 NEW NDAA Compliant

DIMENSIONS

200

153

44

44

(Unit - mm)

SPECIFICATIONS

DV-1304		
SYSTEM	Video Compression	H.264, H.265
	Video Inputs	4ch IP
	Supported Device	DirectIP NVR
	Newtork Connection	Gigabit Ethernet x 1 (1000Base-T) with PD
		100M Ethernet x 1 (100Base-TX) with PSE (PSE need Adaptor)
	VA Support	People Counting, Occupancy Control
		Queue Monitoring
		Heatmap
		Social Distancing Violation
		Mask Rule Violation
MECHANICAL	Unit Dimension (W x H x D)	200mm x 44mm x 152.3mm (7.9" x 1.7" x 6.0")
	Unit Weight	0.9kg (2.0 lb)
ENVIRONMENTAL	Operating Temperature	0°C to 40°C (32°F to 104°F)
	Operating Humidity	0% to 90%
ELECTRICAL	Power Input	48V=, PoE
	Power Supply	Adaptor (Input: 100-240V~, 50/60Hz, 1.2A, Output : 48V=, 1.0A)
	Power Consumption	48V=, 0.8A, 38.4W PoE, IEEE 802.3at(Class 4), 25W DC Output : 48V=, 0.35A MAX
GENERAL	Approvals	FCC, CE, KC

All-In-One 4-Channel AI Box for Retail

Stay Competitive with Affordable Store and Customer Intelligence

IDIS One Solution. One Company. | 25th ANNIVERSARY

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