



PUBLIC VIEWING MONITORS

**Now
available
with PoE &
Non-PoE**

giving you
ultimate flexibility
of installation
options



building awareness,
changing behaviours

Overview

The Vista PVM provides businesses with an effective way of discouraging unwanted behaviour whilst helping to create a safe and welcoming environment.

Ideal for a wide variety of applications including protecting high risk areas in retail environments, preventing tailgating and buddy punching, ensuring health & safety requirements are adhered to and creating an enhanced customer experience.

REPORTED FACTS

Up to 50% reduction
in shrinkage and 30%
increase in profits*

BENEFITS

- Reduces shrinkage
- Protects profits
- Discourages unwanted behaviour
- Creates a secure, trusted environment
- Allows simultaneous CCTV and advertising functionality
- Enhances customer experiences
- Additional revenue opportunity through supplier adverts

APPLICATIONS FOR 10" PVMs

Using motion detection, the in-built camera is activated when an individual approaches the monitor.

The resulting high-definition image shows live footage of the individual and their actions in the immediate environment.

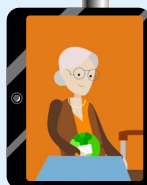
The 10" PVM can be mounted in either Portrait or Landscape mode and you can even define privacy zones so that personal information (such as pin numbers) is not visible.

1



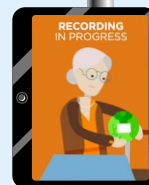
PVM displays business logo or static advert screen

2



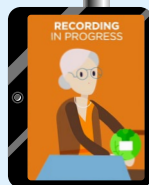
Individual approaches camera

3



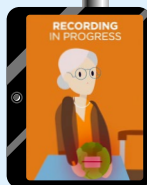
Live view mode triggered to display custom warning message

4



Footage observed by individual on screen and recorded remotely

5



Unwanted behaviour discouraged or desired behaviour encouraged

APPLICATIONS FOR LARGER PVMs

The larger public viewing monitors can be positioned to cover large areas such as aisles or wider entry/exit points.

They are ideal for displaying logos or static messages and adverts. Then when someone approaches, the motion detection function will switch the display to a live view of the camera.

1



Live view of an aisle

2



Live view of changing room entrance

3



Advertising message

4



Company logo

*As reported by existing PVM clients.

Creating a trusted environment

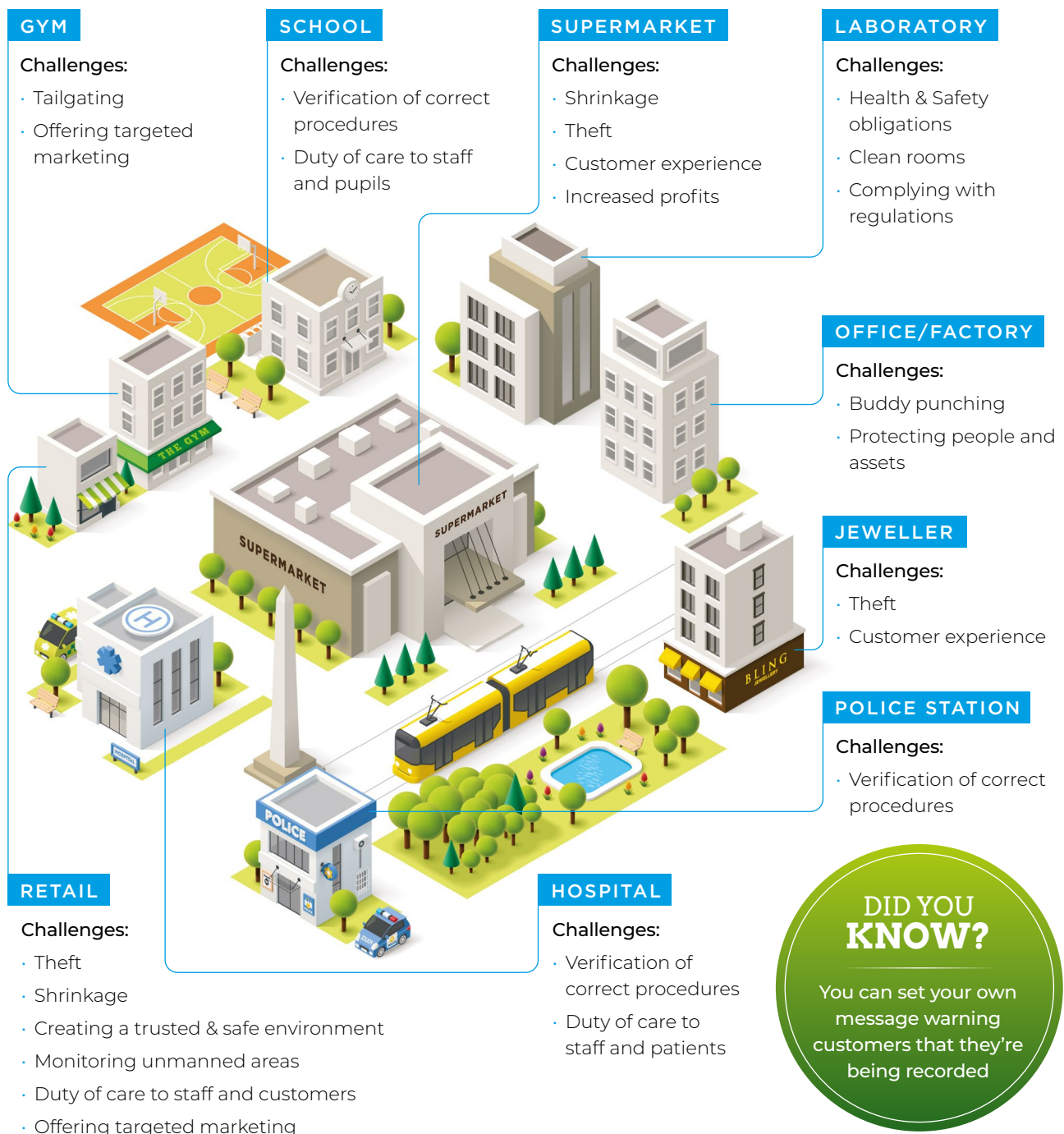
Creating trust between a business and their customers is key to retention, loyalty and, ultimately, profits. Customers want to do business with a company they can trust and the PVM range can be a useful tool in helping create a quality customer experience. By discouraging unwanted or anti-social behaviour, it provides a better

and more trusted environment for those customers whom businesses most want to nurture. It can also be used to provide additional information, tutorials or targeted offers to customers, enhancing their shopping experience and helping create a competitive advantage for the business.

DID YOU KNOW?

PVMs are compatible with 3rd party devices, e.g. strobes, alarms

APPLICATIONS



DID YOU KNOW?

You can set your own message warning customers that they're being recorded

PUBLIC VIEWING MONITORS

VISTA PVMs	High definition live images	Recording	Customer branding	Custom warning message	Power over Ethernet (PoE)	Mains/Other	Anti-masking/privacy zones	Input for 3rd party devices
PVM10CAMS 0934740 10" PoE PVM, monitor with DWDR camera								
	✓	✓	✓	✓	✓	✓	✓	✓
PVM22CAMN 0950520 22" PoE PVM, monitor with DWDR camera								
	✓	✓	✓	✓	✓	✓	✓	✓
PVM32CAMN 0906230 32" PoE PVM monitor with 120dB WDR camera								
	✓	✓	✓	✓	✓	✓	✓	✓
PVM32CAMLV 0936660 32" Non PoE PVM, monitor with DWDR camera								
	✓	✓	✓	✓		✓	✓	✓
PVM43CAMLV 0946000 43" Non PoE PVM, monitor with DWDR camera								
	✓	✓	✓	✓		✓	✓	✓

THE STATS

BRITISH RETAIL CONSORTIUM

reported cost of retail losses due to customer theft in 2023:

£1.8 BILLION

UP
50%
ON 2022

£3.3 BILLION

reported total cost of retail crime in 2023

CLIENTS

reported that the PVM range has:

REDUCED
SHRINKAGE BY
50%

INCREASED
PROFITS BY
30%

norbain.com/vista-PVM

KEY SPECIFICATION

Model:	PVM10CAMS	PVM22CAMN	PVM32CAMN	PVM32CAMLV	PVM43CAMLV
Panel Type	10.1" LED	21.5" LED	32" LED	32" LED	43" LED
Resolution	1280 x 800	1920 x 1080	1920 x 1080	1920 x 1080	1920 x 1080
Viewable Size (mm)	217 x 136	476 x 268	698 x 393	698 x 393	941 x 529
Pixel Pitch (mm)	0.1695 x 0.1695	0.248 x 0.248	0.363 x 0.363	0.363 x 0.363	0.490 x 0.490
Viewing Angle (H/V)	178°/178°	178°/178°	178°/178°	178°/178°	178°/178°
Contrast Ratio	800:1	1000:1	1200:1	1200:1	1200:1
Brightness NIT/cd/m2	300	250	100	400	400
Response Time	29mS	14ms	8ms	8mS	8mS