



VK↔

PUBLIC VIEWING MONITOR RANGE



building awareness,
changing behaviours

Overview of the PVM range

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

The range is 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 OF THE RANGE

- Reduces shrinkage
- Protects profits
- Discourages unwanted behaviour
- Encourages desired behaviour
- Creates a secure, trusted environment
- Allows simultaneous CCTV and advertising functionality
- Enhances customer experiences
- Additional revenue opportunity through supplier adverts or videos
- Display as a full screen or split screen view on decoder models

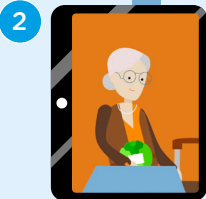
THE MONITORS ARE AVAILABLE IN TWO TYPES - EITHER WITH IN-BUILT, HIGH RESOLUTION CAMERAS, OR WITH AN IN-BUILT 16 CHANNEL IP CAMERA DECODER.

HOW THE CAMERA MODELS WORK

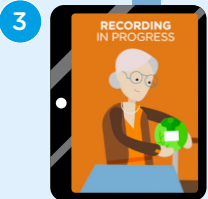
Using motion detection, the in-built camera is activated when an individual approaches the monitor. The resulting high-definition image shows live footage of the individual and their actions in the immediate environment.



PVM displays business logo or static advert screen



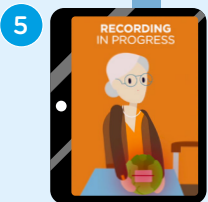
Individual approaches camera



Live view mode triggered to display custom warning message



Footage observed by individual on screen and recorded remotely

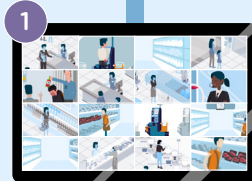


Unwanted behaviour discouraged or desired behaviour encouraged

DECODER MODELS

The decoder options can display images from up to 16 cameras or video files. They are ideal for displaying advertising information or informative media content at the same time as offering CCTV security functionality. Video files can be displayed as a full screen or as a segment within a split screen view. Like the camera single screen models, the content can be shown permanently, activated by motion detection or by using video analytic triggers.

Decoder screen layout variations:



16 channel split screen display



Quad display: 3 live cameras and 1 advertising video segment



Picture in Picture (PiP): full screen advertising video with 1 small live camera segment



Full screen advertising video

*As reported by existing PVM clients.

Creating a trusted environment

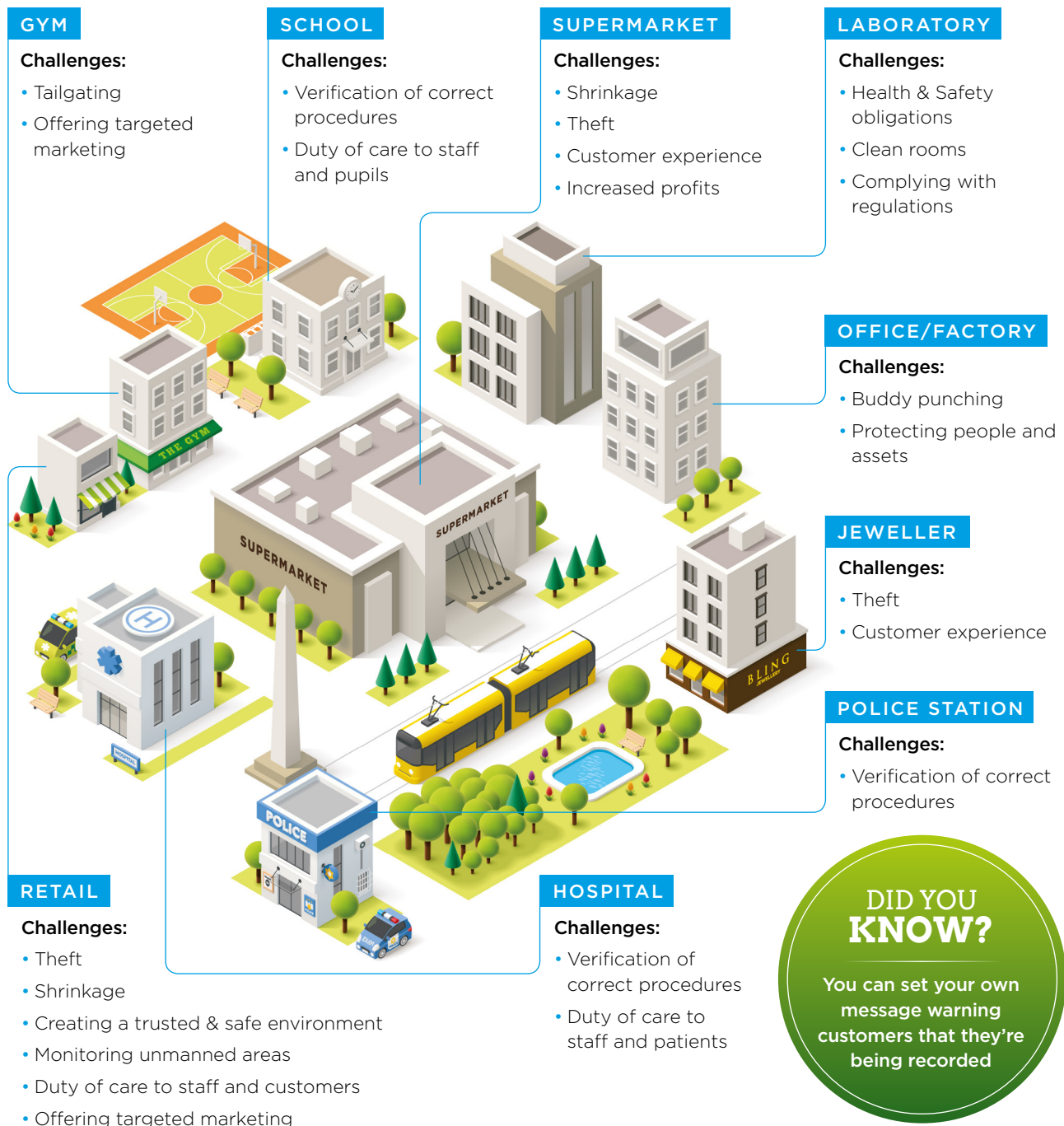
Creating trust between a business and their customers is key to retention, loyalty and, ultimately, profits. Customers want to do business with a company they can trust and the PVM range can be a useful tool in helping create a quality customer experience. By discouraging unwanted or anti-social behaviour,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

All PVMs are powered over PoE, so no additional mains supply is required. They are also 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



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MODELS IN THE PVM RANGE	High definition live images	Recording	Customer branding	Custom warning message	Power over Ethernet (PoE)	Playable media files	Anti-masking/ privacy zones	Input for 3rd party devices	Split screen
VK2-PVM10CAM 10" PoE monitor with TWDR camera									
	✓	✓	✓	✓	✓		✓	✓	
VK2-PVM27CAM 27" PoE+ monitor with TWDR camera									
	✓	✓	✓	✓	✓		✓	✓	
VK2-PVM32CAM 32" PoE+ monitor with TWDR camera									
	✓	✓	✓	✓	✓		✓	✓	
VK2-PVM18DEC 18.5" PoE+ desk mount monitor with decoder									
			✓		✓	✓	✓	✓	✓
VK2-PVM27DEC 27" PoE+ monitor with decoder									
			✓		✓	✓	✓	✓	✓
VK2-PVM32DEC 32" PoE+ monitor with decoder									
			✓		✓	✓	✓	✓	✓

** To scan the QR code, make sure your phone/device has a suitable reader. Most modern Android and iOS smart phone cameras will automatically scan the code and provide the product's URL link, which will open from the device's web browser.*

THE STATS

**BRITISH RETAIL
CONSORTIUM**
reported cost of
retail crime in 2018:
£1.9 BILLION

UP
12%
ON 2017

Of this
£500 MILLION
losses due to customer theft

CLIENTS
reported that the PVM
range has:

REDUCED
SHRINKAGE BY
50%

INCREASED
PROFITS BY
30%



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