



PUBLIC VIEWING MONITORS



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.

BENEFITS

- 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

REPORTED FACTS

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



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.

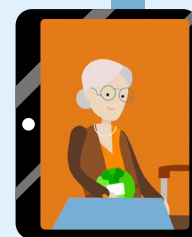
01

PVM displays
business logo or
static advert screen



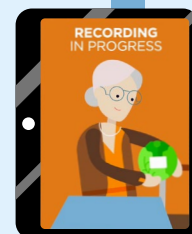
02

Individual
approaches
camera



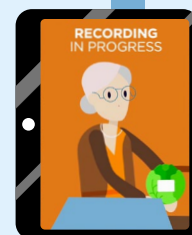
03

Live view mode
triggered to display
custom warning
message



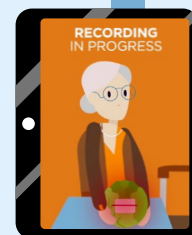
04

Footage observed
by individual on
screen and recorded
remotely



05

Unwanted behaviour
discouraged or
desired behaviour
encouraged



*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 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

PVM10CAMA | 0884560 | 10" PoE monitor with 120dB WDR camera



PVM10CAMN | 0871300 | 10" PoE Monitor with 120dB WDR camera



MODEL COMPARISON

| Model: | PVM10CAMN | PVM10CAMA |
|----------------------|----------------|-----------------------|
| Panel Type | 10.1" LED | 10.1" LED |
| Resolution | 1280 x 800 | 1024 x 600 |
| Viewable Size (mm) | 216.96 x 135.6 | 222.72 x 125.28 |
| Pixel Pitch (mm) | 0.1695 | 0.2175(H) x 0.2088(V) |
| Viewing Angle (H/V) | 85/85/85/85 | 70/70/60/60 |
| Contrast Ratio | 800:1 | 500:1 |
| Brightness NIT/cd/m2 | 250 | 350 |
| Response Time | 30mS | 16mS |

** 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 2021:

£2.5 BILLION

UP
14%
ON 2020

Of this
£935 MILLION
losses due to customer theft

CLIENTS
reported that the PVM range has:

REDUCED SHRINKAGE BY
50%

INCREASED PROFITS BY
30%

