Learn How Retailers Succeed With Hitachi

Retailers are facing rapidly changing customer preferences and digitization of commerce. They gain insights from their websites, and IoT can help them gain the same insights from their brick-and-mortar locations, including customer preferences and enable marketing optimization models.

The RETAIL APOCALYPSE is just getting started.

85% of retail sales in 2025 will happen in brick-and-mortar stores despite the e-commerce boom and slowing growth. The retail apocalypse is not dead but is just getting started. (Source: Forrester)

50% of shopping malls are expected to close by 2021. 

Solutions:
- Features of Video Enhancer and Privacy Protector can reduce risk and liability.
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3D LIDAR

Lumada Video Insights

Video is the most underutilized source of data today. Video intelligence and smart spaces can help retailers operate more efficiently, provide better customer experience that translates into sales, and keep their stores safer and more secure.

WHAT CAN YOU DO WITH VIDEO INSIGHTS?

- Improve efficiency, reduce material handling disruptions, and improve public safety with Hitachi Smart Spaces solutions and Lumada video insights.
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PRIVACY PROTECTION

Privacy protection is an important aspect of any video security system, and automated privacy protection can reduce risk and liability.

1. Diameter (FPS): The more objects processed, the more personally identifiable information (PII) is risk.
2. Tolerance (ROI): The more objects processed, the more personally identifiable information (PII) is risk.
3. SCR: Sensitivity of background blur that reduces risk without any great information.

WHAT CAN YOU DO WITH VIDEO INSIGHTS?

Learn more at hitachivantara.com.