



The latest loss-prevention technology helps improve retail growth.

Good news: Global shrink retreated 5.6% during the most recent 12-month period, according to the fourth annual *Global Retail Theft Barometer*.^{*} Still, your organization faces ongoing shrink-related challenges such as countering shoplifting, investing in loss prevention and security and increasing the percentage of products that you protect in your stores.

Fortunately, recent advancements in wireless IP video surveillance can impact your shrink rates and improve retail growth. For example, Verizon Wireless and Lextech Labs are teaming up to deliver customized wireless IP video surveillance solutions that connect over the Verizon Wireless network.

What can innovative technology do for you?

Together, Lextech Labs and Verizon Wireless are creating flexible, end-to-end surveillance solutions that help you gain greater situational awareness and operational agility across your operations. With wireless IP video surveillance, you can:

- + Customize a solution to fit your retail needs.
- + Deploy quickly and easily.
- + Reduce shrink.
- + Prevent employee theft.
- + Decrease infrastructure and setup costs.
- + Monitor merchandising, ensure adherence with merchandising guidelines and adjust as needed.

These wireless IP video surveillance solutions are ideal for large-scale retailers that want to easily monitor multiple locations, including drive-through locations, multiple chains, sales floors and warehouses with big footprints.

Expand your video-management capabilities.

Lextech Labs provides a video-management command center called C3, which enables users to view both live and recorded video in split-screen format that can be delivered on a variety of mobile devices. And it works with leading cameras and video encoders, so you can leverage existing investments in loss prevention and security.

With a single click, you can watch one or many cameras at once and control individual cameras from a mobile environment. This on-the-go functionality provides access, control and streaming via iPhone,[®] iPod touch,[®] iPad,[®] Blackberry,[®] or Web browsers—you can also pan, tilt and zoom for a better view.

And management is easy—C3 delivers an end-to-end solution without the need for onsite servers or IT support, which helps cut costs. It employs a Web interface to help administer user authentication, track video feeds and map video assets to individual users for added security. Plus C3 employs multiple levels of encryption when transmitting feeds.

Leverage Verizon Wireless 3G and 4G LTE speeds.

Verizon Wireless operates the nation's largest, most reliable 3G network and the fastest and most advanced 4G LTE network. Whenever customers need it, the signal will be there. We build and manage networks that keep you connected to your world when you are on the go.

To learn more about integrated retail solutions, contact your business specialist or visit verizonwireless.com/retail.



RETAIL WITH THE BEST TECHNOLOGY RULES

INCREASE SURVEILLANCE. REDUCE SHRINK.



- FLEET MANAGEMENT
- WIRELESS CONNECTIVITY
- DIGITAL SIGNAGE/MARKETING
- MOBILE POINT OF SALE
- STORE PRODUCTIVITY

Improving shrinkage rates means more than just keeping product on the shelf. It can have a profound effect on your growth. Verizon technology and wireless IP video surveillance solutions can make a real impact on shoplifting prevention and in-store shrink. With a suite of retail solutions and unmatched network coverage and reliability, Verizon can help you better monitor your stores and your bottom line.

verizonwireless.com/retail



^{*} "Making Progress in Preventing Shrink." *The Global Retail Theft Barometer 2010*.

Solutions shown are provided by Verizon Wireless Business Solution Alliance members, which are solely responsible for the products' functionality, pricing and service agreements. 4G LTE is available in 102 metropolitan areas and 80 major airports in the United States.

Network details & coverage maps at vzw.com. © 2011 Verizon Wireless.