



Sony Advantage: Envysion

Sony and Envysion align to transform security expense into profitability driving solution.

Envysion's Managed Video as a Service (MVaaS) enables retailers to easily leverage underutilized security video to gain valuable business insights that can help drive improvements in operations and profitability. By aligning with Sony's proven IP video security solutions, Envysion integrates to point of sale and other business systems to deliver the visual context and business insight behind every transaction. The result—security systems are transformed into strategic management tools capable of delivering bottom-line returns through loss prevention, improved operations, and market intelligence.



Envysion[®]
See the results[™]

The challenges of success.

Once clients like Chipotle Mexican Grill and Einstein Noah Restaurant Group began using the Envysion solution on a daily basis, they realized the additional value of a proven, profit-impacting managed video solution enhanced by Sony's leading IP camera portfolio and video technologies. From fixed to mini-dome to PTZ, indoor to outdoor, Sony's network cameras offer the unique benefit of superb, clear, noiseless high-resolution video with built-in intelligent video analytics.

Key features include:

- XDNR (excellent Dynamic Noise Reduction) technology provides clear images for both moving objects and still portions of the image.
- Exmor™ CMOS Sensor, for high image quality and high sensitivity in surveillance applications
- View-DR™, the latest image-enhancement technology for ultra-wide dynamic range
- DEPA™ Advanced function, which prevents intrusion by using pre-recorded announcements when individuals are detected, to indicate a security system is in operation.

Besides offering a wide array of designs suitable for most any business environment, Sony's popular, 5th generation line-up provides an information platform and analytics capabilities that open future development of Envysion's concept. Together, Sony and Envysion are working to expand the use of visual information for business success and create the next wave of revolutionary ideas and applications for the security industry.

Envysion makes the intimate knowledge of customer experience that is the hallmark of small businesses scalable to suit large enterprises. In a traditional mom-and-pop store, the owner/manager keeps a close eye on what is happening in his shop. He knows his employees and customers, and this familiarity allows for being connected to all aspects of the business without being intrusive. The challenge in scaling this across a retail chain is creating systems that can provide the same insightful response without straining capital, human, or IT resources. The key is capturing critical events and detecting telltale patterns in real-time. Sony's high-resolution video capabilities, when combined with Envysion's MVaaS solution, help managers and loss prevention experts keep an eye on what's happening, even when they are not physically present. Envysion provides the delivery platform to distribute video intelligence across an enterprise to be sure that this information is directed to where it is most needed.

New insights into:

- **Loss Prevention:** Leverage video point of sale integration to identify suspicious patterns and trends, examine questionable transactions, and increase the productivity of loss prevention personnel.
- **Operations:** Virtually audit stores from any location to monitor operations, productivity, and sanitation; optimize staffing levels; and lower cost of goods sold.
- **Marketing:** Gain visibility to your customers, evaluate effectiveness of promotions, ensure brand consistency, and optimize customer experience with an easy-to-use graphical interface.
- **Security, Safety, & Risk:** Verify that safety measures are in effect while protecting against unfounded liability claims.
- **Training & HR:** Identify and share best practices with cloud-based video sharing and ensure compliance to company policies and procedures.