# Smart IP Video Solutions
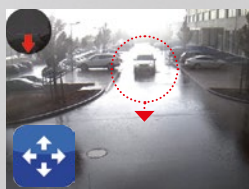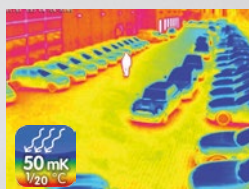
## Professional Video Surveillance Solutions & Efficient Analytics for Car Dealerships

# Effectively Facing Challenges In The Automotive Trade

## Challenge

The automotive trade suffers annual losses of over €400 million in Germany alone due to the theft of vehicles and vehicle components. New and second-hand vehicles are often showcased across large business premises, meaning they require an effective and cost-efficient **protection against theft and vandalism**. Many of the video systems currently on the market have very limited capabilities. The image quality is poor and as a result, the images obtained are of little value, particularly in poor lighting conditions. There is also no active alarm management that can be used to prevent break-ins in a timely manner.

There is growing demand in the automotive trade for systems to analyze visitor frequency and behavior in showrooms. This statistical data can be used to review the effectiveness of marketing measures and better plan the deployment of personnel. Many retailers see **visitor analysis** (sales funnel solution) as a must, not least due to the requirements of vehicle manufacturers.

## Solution

MOBOTIX provides an **intelligent IP video camera system** to improve your security in a simple, cost-effective and reliable manner and simultaneously allow you to gain valuable statistical data to optimize personnel deployment and marketing planning.



BMW Euler Group, Kaiserslautern, Germany

**An intelligent MOBOTIX solution ...**

- **prevents theft and vandalism**

- **supplies statistical data to optimize business planning**

- **provides clear images during the day and at night – the images can be viewed on mobile devices at any time**

- **long term cost savings**

**c25 Hemispheric Indoor Camera with video analysis software**
Picture shows actual size

**MOBOTIX**

# Cost-Efficient Security Solution
# For The Perimeter And Outside Area

## Effective Alarm Management

Every MOBOTIX camera features intelligent **motion detection** software that ignores sources of false alarms such as trees blowing in the wind or fluctuating camera poles. The MxActivitySensor only responds to moving objects and thereby enables **reliable alarm management**. If somebody enters the premises within a specified time frame, the camera automatically plays an announcement over the **loudspeaker** to scare off undesired visitors. The camera can also **notify** selected employees or a security company via VoIP telephony or e-mail.

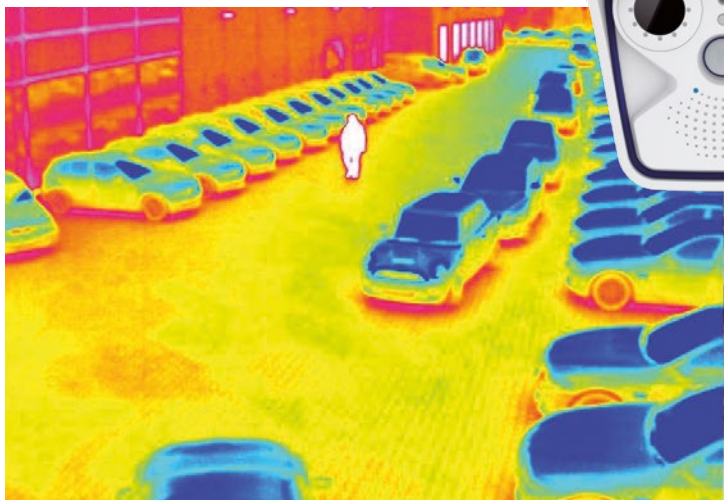## Mobile Access To Camera Images

Thanks to IP technology and the corresponding software from MOBOTIX, you can **access the camera images** over the Internet at any time and from anywhere or enable a security company to open them.



## Secure Large Areas With Just A Few Cameras

The **6MP Moonlight Technology** enables maximum image quality and minimum motion blurring. This makes it possible to clearly identify people or license plates, even under difficult light conditions. M15D-Thermal cameras feature a **high-performance thermal image sensor** that reliably captures moving objects even in absolute darkness from distances of up to 400 meters. As a result, it is possible to reliably cover large areas with just a few cameras. MOBOTIX allows you to noticeably reduce system costs, as less power cabling, IT infrastructure and fewer additional light sources are necessary.



**M15D-Thermal camera with optical sensor and Thermal image sensor**

**MOBOTIX**

# Professional Customer Visitor Analysis In The Showroom

## Discreetly Designed Hemispheric Cameras

Hemispheric cameras are especially recommended for indoor areas, as they record the entire room with no blind spots. With a diameter of just 12 centimeters, the new, easy-to-install c25 indoor ceiling camera can be discreetly integrated into a showroom.

**c25 Hemispheric Indoor Camera**



## Camera-Based Visitor Analysis

Hemispheric cameras from MOBOTIX not only allow you to keep an eye on your showroom. **MxAnalytics** software integrated into the c25 cameras can count objects and present a heat map of visitor movements. This provides you with **visitor statistics** for optimizing your marketing and personnel planning. The data obtained can be viewed graphically at any time and can be provided to the vehicle manufacturer – encrypted, if necessary.
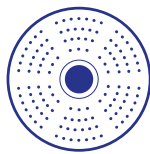


Visitor statistics

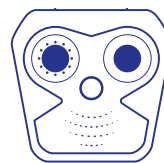## Powerful Video Management Software



100% incl.

The new, professional **MxManagementCenter** video management software is simple and intuitive, starting from the live view in clearly structured camera groups right through to the innovative playback and research tools. The software is always included with MOBOTIX systems. Updates are immediately available free of charge. In this way, you achieve long-term cost benefits and always profit with the advanced technology.

**MOBOTIX**

# MOBOTIX – The Perfect Complete Video Solution In The Automotive Trade



### Indoors

- Hemispheric camera for the perfect overview
- Integrated customer visitor analysis
- Discreet design, easy to install

### Outdoors

- Act as a deterrent
- Alarm management for motion detection
- High-resolution images for identifying people and for license plate detection
- Thermal image sensor for reliable motion detection, even in the dark and over long distances
- Secure large areas with just a few cameras

## Successful MOBOTIX Deployments

### BMW Euler

*"Thanks to the installed cameras with thermal sensors, there are barely any false alarms and the security company can provide the police with accurate information. Plus, the MOBOTIX concept requires fewer cameras and no expensive video software."*

Yvonne Hilgendorff, Security Officer for the BMW Euler Group in Frankfurt, Germany

### TORPEDO GARAGE

*"The MOBOTIX solution provides video surveillance and visitor analysis at the same time. This system meets the requirements of the manufacturer and allows us to view and evaluate the data obtained at any time."*

Christian Ritter, Managing Director of the TORPEDO Group, Germany

**MOBOTIX**

# All-Included:
# Proven Quality Made In Germany.

MOBOTIX has developed and manufactured IP video systems and analysis and video management software in Germany since 2000.

MOBOTIX stands out on account of its **high level of reliability**. All outdoor cameras are subjected to a stress test for temperatures between -30°C and +60°C (-22°F and +140°F). They work without additional components, without heating or cooling and with no moving parts (for example, auto iris). They are virtually maintenance free.

MOBOTIX delivers a **comprehensive package**, starting with the microSD card for storage management and HD-audio (microphone and speaker). With VoIP telephony right through to motion detection software, without false alarms, and the professional video management system with no license fees.

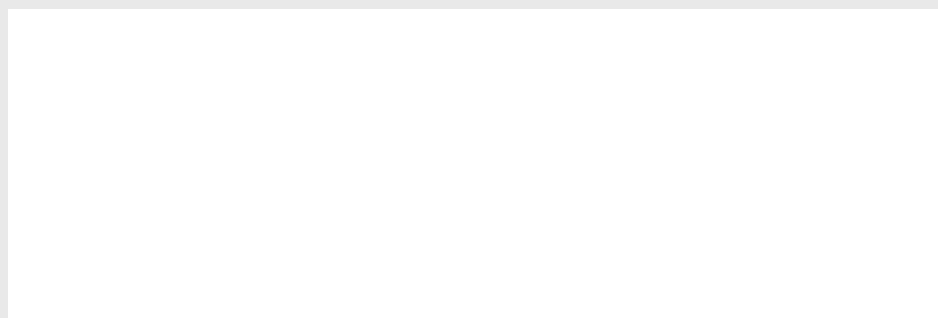The **decentralized architecture** means that a central computer is not required and the network load is minimal. The intelligent cameras from MOBOTIX process and store image data themselves, trigger events and, in the event of remote access, manage the frame rate and resolution depending on the available bandwidth.

The new **6MP sensors** and related **thermal imaging technology** ensure it is possible to reliably capture objects that are moving, even under the most challenging lighting conditions and over long distances. As a result, it is possible to cover large areas with just a few cameras. Less power cabling, IT infrastructure and additional light sources are needed. MOBOTIX cameras are supplied using standard PoE and do not require more than 4-5 watts.

An intelligent IP video system from MOBOTIX allows you to **reduce total costs**. The investment pays for itself after a short time and the free-of-charge software and updates ensure it is a secure and smart investment.

| Outdoor Dual Lens | | | Outdoor Single Lens | | | | Indoor | | | Thermal | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| M15 AllroundDual | S15 FlexMount | D15 DualDome | M25 Allround | S15M FlexMount | Q25 Hemispheric | D25 Dome | i25 Wall | c25 Ceiling | p25 Ceiling | M15 Thermal | S15 DualThermal |
| Robust for extreme conditions | Flexible dual head camera | Dual lens manual dome | Robust for extreme conditions | Discreet hemispheric | Discreet hemispheric | Classic manual dome | Indoor wall hemispheric | Indoor ceiling hemispheric | Indoor ceiling camera | Thermal dual | Thermal dual head camera |

**Retailer information**

Security-Vision-Systems

**MOBOTIX**