



# 3VR BY IDENTIV — THE VIDEO DATA COMPANY

*A wide portfolio of real-time security and customer insights solutions*

## Company Overview

Based in San Francisco, CA, 3VR by Identiv proactively captures and analyzes video data that helps companies make better business decisions. Its video data platform solves problems associated with searching video content and gathering real-time intelligence from the unstructured data produced by a single camera or a global network of cameras. 3VR uses analytics as the cornerstone of video search and manages both security and business intelligence applications from a single video management system (VMS). 3VR is one of the fastest growing US-based private companies and is the standard for hundreds of global customers in Financial Services, Retail, Government, Critical Infrastructure and Hospitality.



### **3VR, INC.**

814 Mission Street, Suite 400  
San Francisco, CA 94103

Toll-Free: 877.387.6061  
Telephone: 415.495.5790  
Fax: 415.495.5797  
Email: [info@3VR.com](mailto:info@3VR.com)  
[www.3vr.com](http://www.3vr.com)

# VisionPoint™ VMS (Video Management System)



## Real-Time Search

3VR VisionPoint VMS is the ultimate video management software for forensic search, case management and business intelligence. Available in both a Standard and Pro version, with an optional enterprise server for large and remote deployments, VisionPoint VMS provides you the tools to gather intelligence from video, speed up searches and easily develop cases. VisionPoint VMS can be installed on commercial off-the-shelf (COTS) hardware, on certified partner hardware, and is included on any of 3VR's powerful NVRs/HVRs.

**Forensic Search**—Find evidence in seconds.

**Integration**—Add Access Control, ATM or POS integration to improve searches.

**Enterprise**—Manage locations across an enterprise on-premise or cloud.

**Case Management**—Easily compile and manage cases.



## VisionPoint™ Mobile

### Search and View On the Go

Take 3VR with you wherever you go and have the ability to view both live and stored video with 3VR's VisionPoint Mobile. By using your smartphone, you can monitor up to 5 videos at a time, create and change views, or turn your phone on the side to view full screen. You can search through stored video, even snap or upload a photo of suspect,

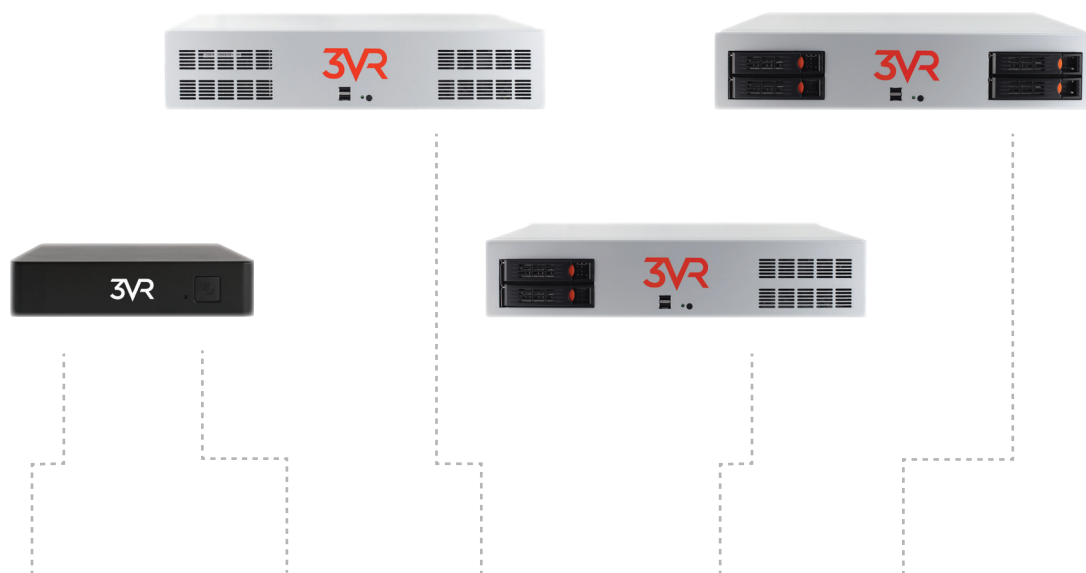
and search for matching video on the server. The results are delivered to your phone as events that you can click on and watch, taking forensic search to a new, lightning-fast level. 3VR VisionPoint Mobile is changing the way people use surveillance video technology, making it more effective, more highly available, and easier to use than ever before.

# Hybrid Network Video Recorders

## Everything You Need. In a Box.

Record, store, index and manage video with 3VR's line of NVRs and Hybrid NVRs. Pre-loaded with VisionPoint VMS video management software, the recorders offer seamless integration with POS, Access Control, ATM and other systems. When

combined with 3VR's award-winning analytics, the backbone of 3VR's forensic search capabilities, the all-in-one system becomes an even more powerful solution providing business intelligence and the ability to find evidence fast.



### 1100-Series

Easy to install, set up and use, the 1100-Series NVRs are an efficient and affordable solution for powering small installations.

### 2100-Series

Designed with financial institutions in mind, the 2100-Series NVR for ATM is a powerful recorder in a compact case.

### 3100-Series

The 3100-Series NVRs are a combination of performance and value in a desktop form factor for small to medium-sized installations.

### 4100-Series

Designed to fit your security needs, 4100-Series NVRs and hybrid NVRs are a powerful and versatile work-horse solution for medium-sized installations.

### 5600-Series

The 5600-Series NVRs and hybrid NVRs are unmatched when high performance and scalability are required for medium to large installations.



## VisionPoint™ Extended Storage Server

### Back up Video to External Storage

Add redundancy to VisionPoint VMS or 3VR Appliances using 3VR's VisionPoint Extended Storage Server (ESS) software. ESS transfers video and metadata to external storage appliances, NAS, or SAN, as a scheduled or live backup. Video is then archived and can be searched locally or remotely with 3VR's OpCenter.



## 3VR Analytics

### Find Your Evidence. Now.

Add 3VR Analytics to VisionPoint VMS or any 3VR NVR or HVR for loss prevention, perimeter protection or forensic search of a suspect or vehicle. 3VR Analytics can send an email or text when a perimeter has been breached and allows searches by face, license plates, color, speed, direction, age and more. All analytics are integrated into 3VR's video management software — no separate hardware or software needed.



### Facial Surveillance

3VR's highly accurate Facial Surveillance analytic combines ease of use with robust search capabilities.

### License Plate Recognition

3VR's License Plate Recognition analytic provides powerful tools that stop crime and reduce vehicle-related liability.

### Advanced Object Tracking

Instantly find what you are looking for, as this analytic captures motion, direction, speed, color and size.

### Dwell Time & Loitering

Measure the performance of marketing displays with revolutionary insight into customer behavior.

## VisionPoint™ Dashboard

### Understand Your Customers.

3VR's advanced video-mining technology takes retail stores to the next level with deep, real-time insights into shopper behavior and store operations. Through a customizable and interactive dashboard, 3VR Retail Analytics allow merchants to gain meaningful overviews of customers across shopping channels and adjust goals to maximize overall business performance. Combined with award-winning loss prevention features, the 3VR solution enables retailers to harness actionable data to get the most complete picture for dynamic decision-making.



### Traffic

Measure the number of customers that enter your stores using the 3VR People Counter.

### Demographic

Measure shopper traffic percentage by age and gender.

### Queue Line

Measure queue lengths at the register for more accurate staffing.

### Conversion Rate

Measure sales conversions based on shopper traffic and revenue.

### Heatmap

Understand the preferred path of your customers and gain invaluable path-to-purchase data.

### Directional Heatmap

Know how your customers move through the store to effectively manage store layout and to make better merchandising decisions.

### Dwell

Measure effectiveness of promotions by how long customers dwell in front of displays.

### Storeview

Get visual intelligence from live store video, video storyboards, and at-a-glance real-time reports.