





AERWATCH® FOR SHOPPING MALLS

AERVISION
TECHNOLOGIES



-  **Cost effective**
-  **AI Powered**
-  **Scalable**
-  **Easy to deploy**
-  **Searchable Meta Data**
-  **VMS Integration**

AerWatch® is an advanced system for shopping malls that combines customer analytics, security, and facility management. Using AI and computer vision, it analyses foot traffic, providing real-time visitor counts and occupancy tracking.

The system examines shopping patterns and customer flow, identifying popular routes and bottlenecks to optimise mall layout. It measures dwell times in different areas, helping retailers understand customer engagement. **AerWatch®** identifies hot spots and less-trafficked zones, aiding decisions on store placements and marketing focus. It also provides demographic information about shoppers. This data helps mall operators and retailers make informed decisions on store layouts, marketing strategies, staffing levels, and overall management, aiming to optimise customer experience and allowing quick issue resolution and maintaining a safe, comfortable shopping environment and increase sales.

AerWatch® enhances security by detecting suspicious behaviour and unauthorised access. For facility management, it oversees infrastructure like elevators and escalators, tracking usage patterns and potential maintenance needs. The system monitors bathroom traffic to maintain cleanliness standards, and oversees food courts, play areas, and emergency exits for capacity management and safety.

TRUSTED BY:



serco



Westpac



AerWatch® Benefits for Shopping Malls:

Measuring:



Accurate Customers Counting & Demographics



Waiting Time & Service Time



Customers Engagement



Facilities' Utilisation



Heatmaps Showing Dwell Time

Detecting Threats:



Restricted Areas



Slips & Falls



Loitering



Shoplifting



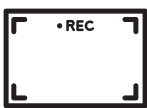
Vandalism & Defacing



IP Cameras



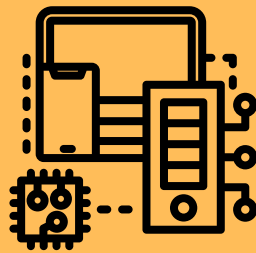
Existing VMS



Recorded Videos



Body-worn Cameras



AerWatch Suite



Artificial Intelligence



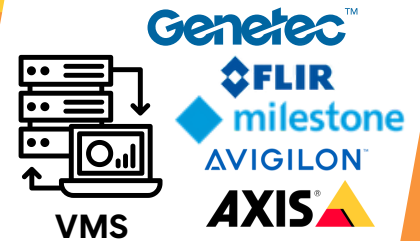
ML Models



Self/Adaptive Learning



Encryption



VMS



Power BI

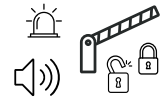


Dashboards



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CERTIFIED