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Sharp Images? Hyper-D shops the thief!

It's a sad truth but shoplifting is a fact of life and its effect can drastically reduce the overall profits of a business. Market analysis has showed that employee and customer theft accounts for 80% of retail shrinkage in the UK, and 20% as a result of a direct break-in. A survey by the British Chambers of Commerce estimated that crime costs businesses £19 billion per year.

In a bid to highlight the problems of retail crime, organisations such as the British Retail Consortium and the Home Office produce annual retail crime surveys demonstrating the specific affects. The National Survey of Retail Crime and Security found total shrinkage was equivalent to 24.1% of retail profit. Other findings in their report highlighted some serious issues. Shrinkage of small retailers through employees was 20% and 36% in the larger multiple retailers and an average loss per incident by employee was £320 and £42 per customer.



Other publicised research suggests that over 97% of shrinkage is undetected by retailers at the time of the crime, and for every theft that is detected over 46 go undetected.

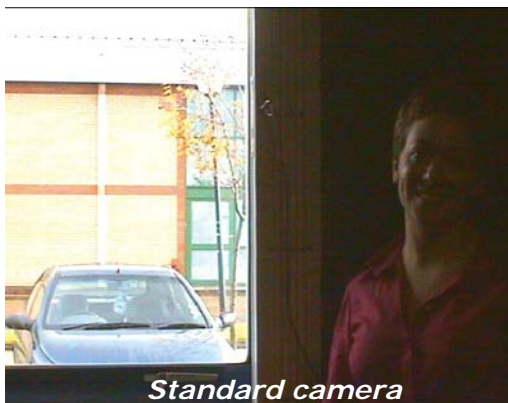


With these factors in mind a small CCTV system can often be the most cost-effective means of prevention for many types of retail theft. Innovative electronic surveillance technology is definitely one way to help retailers' fight back against crime. Small and large retailers alike now rely upon CCTV to cost effectively help reduce the effect of theft on their business.

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One major supermarket chain revealed that when cameras were installed, shop loss reduced by 10%. It reduced by a further 70% when a CCTV screen faced the customer and could be seen as they entered the premises. State-of-the-art cameras can be placed throughout any shop or department store, including the entries and exits, loading docks, stock rooms, bookkeeping offices, fitting-room entrances and checkout lines.



Although the influence and use of CCTV has been encouraging over the last few years, a great deal of footage captured was either poor or unusable. Identifying faces from a brightly lit entrance and exit proved to be a problem that a CCTV camera could not totally conquer. That is until now!

Baxall limited has produced what has been termed as 'the biggest breakthrough in CCTV technology since the introduction of the digital surveillance camera'. It's ability to produce superb images, even when faced with extreme variations of light within the same scene, is what makes the Hyper-D the perfect retail camera. Delivering precise colour reproduction and pin-sharp images, the Hyper-D creates totally usable footage with no overly dark or light zones within the image.



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Well-installed and maintained systems are crucial for the long-term success of any CCTV investment. Previously, sophisticated and high quality video cameras meant long and complicated installations, but not anymore with the Hyper-D. The primary focus of this camera is quick and easy fitting but with all the benefits of new technology.

*On-board
camera
intelligence
provide fast
plug-and-play
installations*



Baxall's digital viewer software

What's more, this new embedded technology complements the use of digital recorders, providing sharper images for the police and security personnel to use. This means that they can view live video, identify the robber and apprehend him before he even leaves the premises.

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