

Indyme CEO Joe Budano, on the loss prevention benefits of SmartDome

"The SmartDome has proven to be very effective and successful because of its simplicity of installation and high "fear factor" among offenders. SmartDome is the key part of what we call our "Active Deterrence" loss prevention systems.



The way I describe this concept to retailers is "when a bad guy does something suspicious, we turn something on they don't like. "Active deterrence" means we respond in real time to behaviors at the shelf and in the aisle.

In the simplest case, if you're dwelling in front of valuable or high shrink merchandise, we turn on a camera giving you the impression that you are being actively surveyed from a remote location. The image of "a guy in the back room with a joystick moving a PTC camera around watching a monitor" is what you're trying to portray. As simple as it is, this magical turning on of the camera in response to dwell or Touch device activations has proven super effective at creating a sense of "physical security" making it uncomfortable for thieves to steal. While at the same time, legitimate shoppers actually feel safer knowing someone is watching over the store. A real win – win.

SmartDome is very effective against all three kinds of shoplifters.

Internal theft: Most retailers don't tell their staff that the cameras are not real. They simply tell store staff they are "monitoring the merchandise" with this device.

Opportunistic theft: It has proven very effective in cosmetics for example where many small items are stolen by slipping them into a bag.

ORC or Organized Retail Crime: Professional shoplifters are thwarted by the random notification of store personnel. They don't know when someone is going to show up. So they simply steal someplace else.

Now, this is not a direct substitute for EAS, it is simply either a complimentary overlay technology, or it provides great product protection for merchandise where traditional methods are ineffective or cost prohibitive. Examples include:

- 1) High SKU count small products like wet shave or cosmetics
- 2) Electronics
- 3) Baby milk
- 4) Other pharmaceuticals that are frequently stolen: Allergy, nicotine patches, cough meds etc.
- 5) Outerwear or other apparel merchandise
- 6) Shoes
- 7) Handbags

It can also work in infrastructure mode with notifications or for super low cost applications in Stand Alone mode without a control unit or a walkie/PA interface.

So it's really a versatile and super effective product".