



LIVEVIEW TECHNOLOGIES

MOBILE RETAIL SECURITY SOLUTIONS

CHAPTER ONE:

LIVEVIEW TECHNOLOGIES

LVT Units are perfect for retail customers because they do not rely on traditional communication or power hookups.

TECHNOLOGIES

CEO Ryan Porter and Executive Vice President of Manufacturing Bob Brenner started LiveView Technologies (LVT) in 2005. The company, which is based out of Orem, Utah, began as a way for property owners to watch their construction projects. Today, LVT is used by the largest companies in the world to provide rapidly deployable surveillance and security whenever and wherever it is needed. While LVT still works with construction, it has expanded to include clients in retail, departments of transportation, oil, gas, housing, and others.

Some of the biggest retail companies use LVT as a way to surveil and protect their property, specifically their parking lots. LVT Units help increase safety for employees and customers and decrease thefts and other parking lot incidents.

LVT HARDWARE

LVT Units are perfect for retail customers because they do not rely on traditional communication or power hookups. Instead of taking months or years to connect to or update an old camera system, LVT Units can be installed in 30 minutes or less. Furthermore, LVT Units are not stagnant security cameras. They are completely mobile because they connect through cellular modems, not wires. For example, if there is a problem in one corner of the parking lot, a LVT Unit can be installed until the issue is resolved and then moved to a new section of the property or to an entirely different store.

LVT Units are equipped with multiple sensors and cameras that help secure retail properties and deter any wrongdoing. These can include high-quality optical, thermal, or 360° cameras that record 24/7, a two-way speaker, red and blue strobe lights, or a flood light. All of this can be mounted on a mobile, solar-powered trailer or on a multitude of other options, including a tripod, fixed pole, or wall mount.

THE LVT PLATFORM

The hardware is an essential part of the LVT Solution, but it is only special because of our unique software—the LVT Platform.

The LVT Platform is a proprietary, world-class video management system (VMS) hosted on the cloud. It is where users access archived footage, live feed, and photos from the LVT Units. This is also where users can control the cameras—pan, zoom, and tilt—as well as create and manage the camera presets. The LVT Platform also houses system analytics and its health including data about uptime, battery, voltage, current draw, and more. This data allows users and LVT to be aware of potential problems and resolve them before they happen.

One of the best features of the LVT Platform is its accessibility. Users can log in on their computer, phone, or tablet from anywhere in the world. Most retail customers utilize a third-party monitoring company, but the LVT Platform allows each location to specify who has access to their unit and what level of access they have—from viewer to manager.



CHAPTER TWO:

RETAIL SECURITY CONCERNS

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RETAIL SECURITY CONCERNS

Retail sales in the United States in 2020 are estimated to be around \$4.89 trillion USD (Statista Research Department, 2021). This includes everything from the purchase of vehicles to apparel to groceries. E-commerce is steadily growing, but in the fourth quarter of 2020, it is estimated that online sales only accounted for 14% of total sales in the United States (U.S. Department of Commerce, 2021). While the COVID-19 pandemic and the continual growth of e-commerce are expected to alter this number, retail spaces are still seeing thousands of in-person customers per day. With so much traffic and money in condensed areas, there is a lot to protect in both assets and lives.

Retailers face many issues associated with the high traffic on their properties and LiveView Technologies creates tools to help them manage their properties and increase safety. This includes increasing safety for employees and customers and reducing incidents of theft and vandalism.

SAFETY OF EMPLOYEES AND CUSTOMERS

The retail business is about people. That's why the safety of customers and employees is the top priority for retailers.

LVT Units are proven to increase safety in retail parking lots for both employees and customers. Employees are frequent targets for criminals because they often enter and exit the store when it is dark and fewer people are around. Furthermore, the safer the location, the better business will be. People don't want to shop where their personal safety is threatened. It is the same with employees—no one wants to work in a place they're afraid to go. Increased safety attracts customers and employees.

THEFT AND MERCHANDISE SHRINKAGE

Whether it's shoplifting from inside the store or stealing the skirt front items, theft is a major threat to retailers. In fact, it costs billions of dollars annually. However, studies have shown that less theft occurs when warning signs and surveillance measures are obvious to potential thieves. This includes preventing theft inside and outside the store. Just the mere presence of cameras outside the store can prevent some shoplifting inside.

VANDALISM

Likewise, vandalism plagues retailers. Cars, other property in the parking lot, and the outside of the store are easy targets for vandals. However, similar to preventing theft, preventing vandalism starts with surveillance. People behave differently when they are under surveillance, so let them know they are being watched.

If all else fails, and theft or vandalism does happen with the added surveillance in the parking lot, it is easier to collect and provide evidence of the criminal's identity.

CHAPTER THREE:

LVT USE CASES IN RETAIL

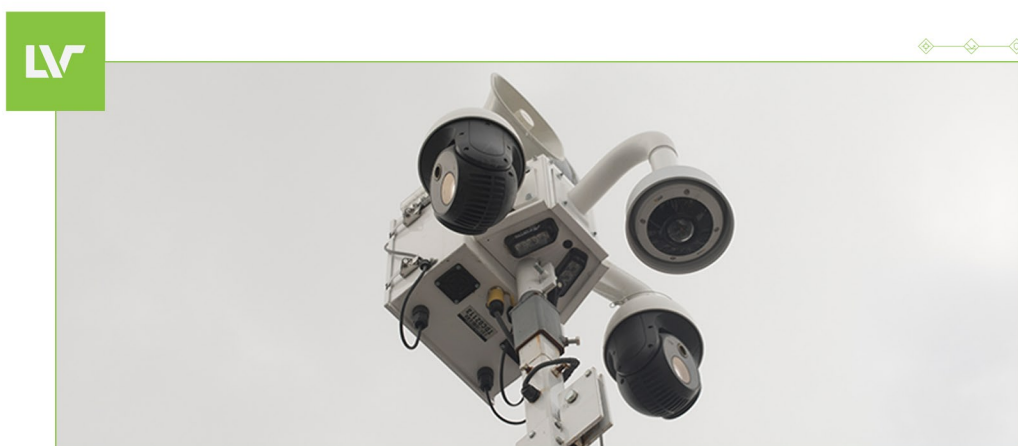
People behave differently when they are under surveillance.

LVT USE CASES IN RETAIL

LiveView Technologies helps retailers protect their property and the people on their property. LVT Units are rapidly deployed and do not rely on traditional wiring or internet links. Since they are quick to set up, install, and move they are an ideal solution for retailers who have ever-changing needs.

INCREASED SAFETY

LVT Units are hard to miss. This is purposeful. We believe that overt security methods have the same potential as covert methods with the added bonus of deterrence. LVT Units help increase safety because they rely heavily on overt security methods. In fact, our mobile security trailer, which is the most common mounting option for retailers, is over 22 feet tall and weighs more than 1,800 pounds. Then to top it off, we put flashing lights and a speaker on it



Overt security, like LVT's, relies heavily on deterrence but it also comes with other added bonuses that help increase safety. For example, one large retailer, who partners with LVT, noticed that female customers and employees actually preferred parking next to the unit because it added to their feeling of safety.

Across the country, LVT has helped retailers make their property safer. In fact, retailers who have an active unit on their property have reported up to a 70% decrease in parking lot incidents, including everything from violent crime to theft and vandalism. In fact, one large retailer had a chronic problem with violent crime. In the past year alone, this client had 15 shootings on their property and made daily calls to local law enforcement. After placing a LVT Unit on their property, they have had zero shootings and zero calls to the police.

Each time a LVT Unit is placed, retailers see dramatic and almost instant results. The safety of their customers and employees increases, while the number of incidents decreases.

DECREASE THEFT AND FRAUD

According to a survey conducted by the National Retail Federation, theft and fraud cost retailers more than \$60 billion in 2019 or about 1.62% of their bottom line (National Retail Federation, 2020). A little more than one percent sounds like a small problem, but to put this in perspective—the top five retailers of 2020 generated between \$135–\$520 billion in sales (National Retail Federation, 2020). A loss of 1.62% of sales is \$2–\$8 billion, which is not exactly pocket change. In fact, that is more than what some of the top 100 retailers even sold in 2020. This is why preventing theft and fraud is so important to retailers and LVT.

2019 2020

Theft and Fraud cost to retailers:
More than \$60 billion = 1.62% of bottom line

The top five retailers of 2020 generated
between \$135–\$520 billion in sales

A loss of 1.62% of sales is **\$2–\$8 Billion**

After increasing safety, the top use case for LVT Units in retail is to help prevent theft and fraud both inside and outside the store. LVT Units are predominantly in the parking lots of big-box retail, so it is easy to see how the imposing trailer detects, deters, and defends skirt front items, employee cars, and more. It has a direct line of sight to these items. So how does the unit help prevent theft inside the store?

People behave differently when they are under surveillance. If they know they will be recorded with a stolen item(s) as they leave the store, they are less likely to steal or commit fraud because of the increased likelihood they will be identified and caught. In fact, one retailer had a woman commit return fraud with stolen items. After they discovered the fraud, the store narrowed in on the time and description of the woman, used the LVT Unit in the parking lot to get high quality images of the woman as she left the store, and forwarded these to the police.

Another example of how deterrence helps deter thieves was when a would-be thief called LVT because he thought the unit was fake. The man was going to steal from a retailer, but after seeing the unit in that retailer's parking lot and confirming that the unit was live, the thief left without committing any crime.

As stated earlier, LVT Units are easy to spot and rely heavily on deterrence. This not only helps increase safety, but also helps decrease theft and other malfeasance in parking lots. For example, smash and grabs are typically a spur-of-the-moment crime or opportunity crime. Employee vehicles are often the targets of this crime because they are left for many hours. However, a LVT Unit in the parking lot helps limit the opportunity for thieves to commit crimes.

REDUCE VANDALISM AND PROPERTY CRIME

Retail locations are frequent targets for vandalism and other property crimes because of the hours they are closed and the high value of the goods they store. In 2020, there was a dramatic increase of property damage, looting, and other vandalism. Retailers had to bear the brunt of this.

Vandalism has both direct and indirect costs associated with it. Obviously, business owners have to pay to repair, replace, and clean up vandalism. This alone can cost thousands of dollars per incident. However, vandalism can also cause an interruption in business, a loss in sales, and can even cause retailers to raise their prices. It creates a poor environment for customers and employees and can tarnish the company's image.

That's what makes the deterrence and surveillance provided by LVT Units so valuable. Not only can it help prevent the upfront costs of vandalism, but also the indirect costs that are harder to repair.

DISBAND ILLEGAL GATHERINGS

Retailers don't want people loitering on their property. That attracts other crimes and liabilities like fights and drug deals.

LVT Units monitor 24/7 so business owners can be constantly aware of what is happening on their property. One LVT customer was able to disband an illegal gambling ring that was taking place in their parking lot after hours.

CREATIVE USE CASES

Not all of the applications of LVT Units are associated with negative events. One of our clients uses their LVT Unit to play music in their parking lot during business hours. This creates a fun shopping atmosphere while drawing more attention to the unit. Another customer uses the LVT Unit as a way to talk to employees as they are coming and going to work. This adds another layer of safety for employees and is a fun way to say good morning and good night to them.

More use cases for LVT Units are constantly found. Some are the typical security while others are more creative. However, the real strength of a LVT Unit comes from the increase in information and actionable data.

CHAPTER FOUR:

THE TECHNICAL SIDE

Your specialty is retail. Our specialty is security.
We are experts in our field.

THE TECHNICAL SIDE

Most of our retail clients already have an on-site video management system (VMS) that is connected to their in-store cameras. LiveView Technologies also uses a VMS. However, unlike traditional systems that are housed in a back room with multiple monitors and dozens of wires, our VMS is housed on the cloud. This means all you need is a browser on your phone, desktop, or tablet and you can access your cameras from anywhere in the world.

Furthermore, if you already have a VMS, we can integrate the LVT Platform with your current system so adding LVT will be seamless. Let us be your IT support so you can focus on what you do best—retail.

Our units are mobile and do not rely on traditional comm links or power hookups. They augment current security and loss prevention professionals and require less IT. LVT Units take 30 minutes or less to set up and can address immediate security concerns.

Your specialty is retail. Our specialty is security. We are experts in our field.

Call us at **801-221-9408** or visit us at lvt.com to request your demo.



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Let us help make your
job just a little bit
easier and safer.

Call us today to request your demo:

[801-221-9408](tel:801-221-9408)