

PriVendo at the Security Essen 2014

PriVendo was successfully introduced at Security Essen 2014 at the RIVA booth next to the RIVA IP cameras. Many interested visitors came to see the intelligent cameras and the new retail software.

The special interest in the **new retail software PriVendo** shows that IP cameras are no longer only used in the security sector but also becoming increasingly important for marketing applications. The software analyzes **customer behavior**, evaluates it statistically and presents results clearly. Especially the presentation in form of **heat maps** and **hot spots** shows at one glance which areas are how popular or what are the most frequented sections. Based on the information which are generated by PriVendo, products can be placed and presented optimal, marketing campaigns can be planed, queues can be managed and staff planning can be made. Thus, retailer can significantly **improve** their **ROI** (Return of Investment) just within two weeks.

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