

Stoplift

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Catch Criminal Cashiers on Camera

When your business is a victim of theft it's infuriating. But when the thief is one of your own, it's even more disturbing. **Stoplift** is a highly-advanced video monitoring system that can help you spot the problem employees at the get-go.

While it's common to have a video surveillance system to keep an eye on your point-of-sale stations, monitoring these video streams can be an extremely time intensive and laborious job. Based on years of research at MIT and Harvard Business School, CEO Malay Kundu developed Stoplift, a highly-technical software product that computerizes the video monitoring process usually handled by personnel. According to Stoplift, the software is able to mathematically analyze the pixels of the digital video recording to determine whether the cashier is processing the transaction properly. Tactics such as covering up barcodes, bagging without scanning or scanning one item and bagging two is called "sweathearting." Usually, the customer who receives the items is a friend or family member who's in cahoots with the employee. Stoplift assesses the video of each cashier. Suspicious actions are flagged and the video feed from the event in question is then sent to Stoplift's data center where professional analysts review the clip to confirm that an illegal action actually took place. From there you can create a report, complete with a summary of the incriminating action and the video evidence that is ready to present to the police.

Since Stoplift is just the software component of the surveillance system, you'll need closed-circuit television cameras for each of the registers you want to monitor as well as other surveillance camera peripherals such as a digital video recorder (DVR). The Stoplift unit, which contains the monitoring software, connects directly to your store's DVR. Every day, video collected by the Stoplift device is sent to the data center where the analysts give it a second look. While Stoplift doesn't provide this hardware, it does claim that the software will work with most existing equipment. Stoplift is already being used in many popular supermarkets, such as Big Y, Safeway, Hannaford and more.

Other Features

- ▶ Mathematically analyzes digital video pixels to ensure cashier is handling the transaction properly.
- ▶ Detects illegal actions of a cashier.
- ▶ Data is sent to Stoplift data center for analysis.
- ▶ Questionable video is reviewed by Stoplift analysts.
- ▶ Creates police-ready reports with video evidence.
- ▶ Uses existing video equipment.
- ▶ Easily installation: connects directly to your existing DVR.

• What you pay:

Call Stoplift 866-426-2479.

• What we like:

Stoplift analyzes security video so you don't have to.



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