THE 5-MINUTE GUIDE TO

FACE

RECOGNITION

FOR

RETAIL

FACEFIRST

THE TRANSFORMATION
OF RETAIL SECURITY

PROBLEMS WE SOLVE

Serial Shoplifters

Our research shows that 40% of identified shoplifters return within 30 days, and 20% of those return more than four times in 30 days. According to the National Association of Shoplifting Prevention, habitual shoplifters steal an average of 1.6 times per week, and it's often from the same brand.

Organized Retail Crime (ORC)

ORC costs the retail industry $30 billion annually, and it's only getting worse. The same study shows that 83% of retailers report increases in ORC year-over year. Your loss prevention (LP) team has a crucial job, but without the right technology, it's very difficult to make a meaningful impact on your brand's bottom line.

Violence

Every year, nearly 2 million American workers report having been victims of workplace violence according to OSHA. And the cost of workplace violence can be crippling. More than one person died each day last year in the U.S. because of retail crime. In fact, 6% of publicly reported retail robberies and burglaries resulted in death. And while workplace shootings remain relatively rare, the FBI estimates that non-fatal workplace violence costs companies $36 billion every year.

SOLUTION FACTS

- 91% decrease in employee-related injuries from violent assault by retailers using FaceFirst.
- 34% decrease in shoplifting reported by retailers using FaceFirst.
- 1,000-2,000: the number of faces an average human can remember.
- 25 million: the number of facial images FaceFirst can scan per second.
- 1–5 seconds: time to alert public safety officials when a violent offender, missing child or other person is detected.

FACEFIRST

SOLUTIONS

Stop Shoplifting Before it Happens, Not After

Preventing retail crime can have a powerful effect on your bottom line. FaceFirst is the only solution that proactively allows companies maximize loss prevention by alerting loss prevention associates the moment a potential shoplifter enters one of your stores.

Provide a Safer Shopping Experience

The moment someone potentially dangerous enters your store, FaceFirst mobilizes your security team so that they can keep your customers and associates safe from harm. You can also provide specific directives to security, ensuring that they are following the safest protocols. When retailers work proactively most assaults can be averted.

Transform Surveillance

FaceFirst instantly identifies and indexes multiple faces simultaneously within crowded spaces, making it the ideal surveillance platform for retail chains including: electronics, grocery stores, departments stores and more.

Identify Crime Patterns

Our real-time analytics help you stop crimes before they start. Know which locations and which hours of the day see the most shoplifter activity. See exactly how many times shoplifters are returning to your stores. Ensure that you are properly staffed to protect valuable merchandise.

Built for Scale

FaceFirst is fast and easy to deploy across multiple cities or even countries, empowering you to prevent crime in all your stores simultaneously.

Elevate Customer Service

Theft doesn't just eat into your profit margins – it also cripples customer service. With FaceFirst, your service teams will spend dramatically less time dealing with fraudulent returns, and more time with your loyal customers.

THE LOSS PREVENTION PARADIGM SHIFT

Without Face Recognition:	With Face Recognition:
RANDOM	**PRECISE**
LP professionals do their best to prevent crime, but often lack hard evidence about who to monitor or observe. They have to mainly rely on their intuition and memory when deciding who to monitor.	Your loss prevention team will be able to identify suspected shoplifters instantly with a high level of accuracy. LP professionals will be able to maximize success by monitoring the right individuals.
REACTIVE	**PROACTIVE**
Unless they are apprehended in the act, offenders often go uncaught, and loss prevention teams are usually powerless to stop them from stealing again. And they almost certainly will steal again.	You will always know which individuals are most likely to commit retail crime. You'll also gain the power to identify which times and locations are most susceptible to fraud and shoplifters and staff up accordingly.
RISKY	**PERSONALIZED**
LP professionals often have no data indicating whether the individuals they approach may be dangerous. As a result, they may be putting themselves, shoppers and other employees at risk.	You can provide your LP team with personalized directives specific to each suspected individual in order to maximize loss prevention and keep your shoppers and employees safe.

> FaceFirst is a huge success.
> The solution is highly accurate, versatile and reliable,
> and the team that supports it is even better
>
> —Mike Covey, Program Manager
> Tribalco

FACEFIRST

HOW IT WORKS

STEP 1

Watchlist as a Service

Gain full access to our database of relevant individuals connected to retail crime and other armed and dangerous people. FaceFirst also works with you to add company-specific banned visitors and mugshots.

STEP 2

Match & Image Optimization

As individuals enter your store, FaceFirst captures video at 30 frames per second, automatically selecting the best possible image based on lighting conditions and other factors. FaceFirst instantly determines the likelihood that the individual matches a suspect in your database.

STEP 3

Alerts

Match alerts can be routed to your entire security team or specific individuals. Alerts contain actionable directives for your security team that you specify for each individual. Some examples might include *Observe Only, Banned,* or *Contact Police*.

> " The FaceFirst facial recognition technology is impressive and has exceeded our expectations "
>
> — Phillip Martin, MSPM Program Manager
>
> AMERICAN SYSTEMS

FACEFIRST

PRIVACY BY DESIGN

In its report regarding the commercial use of facial recognition technology, the Government Accountability Office (GAO) noted that facial recognition technology is actually less intrusive than traditional video surveillance, in that facial recognition technology only captures biometric information.

We agree, but we're also not content to stop there. FaceFirst is in a state of constant innovation to be both more effective and more secure and the platform was built from the ground up to make privacy a top priority.

Here are some additional steps we take to ensure your customers' privacy.

Anti-Profiling
The FaceFirst system is designed to prevent utilizing the platform for any type of profiling by race, age, gender or national origin.

Encryption
Image data is encrypted both at rest and during transmission.

Data Breach Precautions
Biometric templates stored within the FaceFirst system cannot be converted back into a face image in the case of a data breach.

Data Purging
Surveillance and mobile data is automatically purged at regular intervals to protect privacy.

Checks and Balances
Role hierarchies ensure that only authorized individuals have the ability to approve and view enrollment images within the FaceFirst system.

Signage
We encourage customers to post signage alerting customers when that biometric surveillance is being used to provide a safer environment.

FACEFIRST

READY TO BECOME A
LOSS PREVENTION LEADER?

When it comes to skyrocketing shoplifting and
in-store violence, the status-quo isn't working.

Join the Fortune 500 retail companies, military professionals,
airports and law enforcement agencies using FaceFirst to create a
safer and more personalized planet.

AS SEEN IN:

FORTUNE   **Forbes**   **FOX NEWS**   **The New York Times**   **BBC**   **Bloomberg**

CONTACT US TO
SCHEDULE A PRODUCT DEMO

FaceFirst.com

+1.818.540.9800

About FaceFirst

FaceFirst is the global market leader in highly effective facial recognition systems for
retail stores, including superstores, grocery, pharmacies and other retail environments.
The patented platform is designed to be scalable, fast and accurate while maintaining
the highest levels of security and privacy. FaceFirst provides surveillance, access control,
mobile face recognition, biometric data and an underlying software platform that
leverages artificial intelligence and machine learning to fight theft, organized retail
crime and in-store violence. FaceFirst is proudly designed, engineered and supported in
the USA.

FACEFIRST