"The Power of Intelligent Vision"

FocusVO

AI
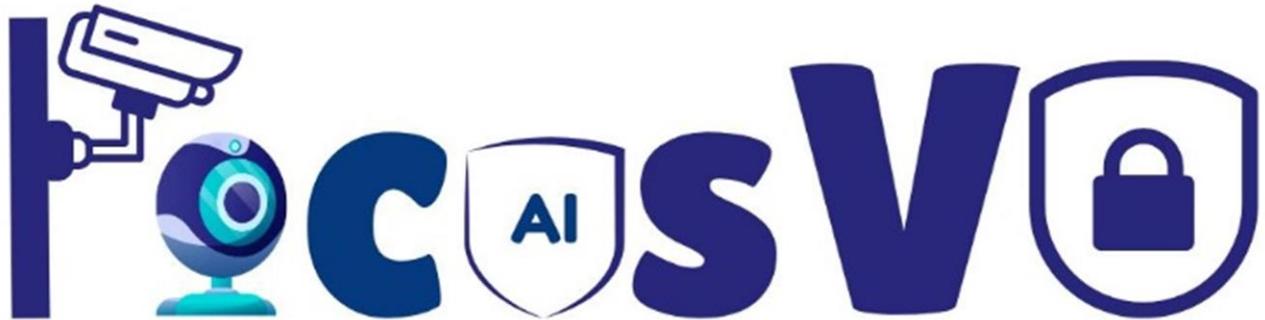
Detect. Decide. Defend, Instantly

The Eye of Future Security

Mr. Sumiit Katyal

FocusVU for for Malls & Shopping Complexes

Overview

Large shopping malls and commercial complexes are dynamic, high-footfall environments that demand intelligent surveillance, crowd management, and commercial insights.

FocusVU.ai enhances mall operations and monetization through AI-enabled CCTV going beyond security to provide customer traffic analytics, billboard engagement data, and actionable operational intelligence.

1. CROWD MONITORING & FLOW MANAGEMENT

Problem Statement

- Uneven crowd distribution across floors and stores
- Difficulty in predicting peak hours and high-density zones
- No data to manage evacuation or overcrowding scenarios

AI-Powered Solution Table

Area	No. of Cameras	Key AI Features
Entry/Exit Gates	4	Person Counting, Flow Direction Mapping
Escalator Zones	4	Queue Detection, Up/Down Movement Tracking
Common Areas	6	Heatmaps, Footfall Analytics, Crowd Alerts

Advantages

- Real-time alerting in case of overcrowding or congestion
- Dynamic staff and energy deployment based on footfall
- Supports data-driven leasing and crowd flow design

ROI & Financial Impact

- Increases tenant satisfaction through performance data
- Reduces energy and HVAC cost by aligning with traffic zones
- Supports emergency response planning with data

2. SECURITY MONITORING & INCIDENT PREVENTION

Problem Statement

- Thefts, vandalism, or brawls in blind spots or low-staff areas
- High reliance on manual guards across large square footage

AI-Powered Solution Table

Area	No. of Cameras	Key AI Features
Retail Floor Entrances	6	Object Left Alert, Tampering Detection
Atriums/Food Courts	6	Suspicious Loitering, Panic Gesture Detection
Basement & Parking	6	License Plate Recognition, Human Detection at Night

Advantages

- Automated threat detection in real-time
- Panic button integration with central control room
- Faster resolution and deterrence with recorded footage

ROI & Operational Savings

- Reduces guard headcount by up to 40%
- Avoids ₹5–10 lakhs/year in theft or vandalism losses
- Helps in insurance verification and claim support

3. BILLBOARD INTELLIGENCE & AD ENGAGEMENT METRICS

Problem Statement

- No clear data on how many people viewed digital or static ads
- Brand partners hesitate to pay premium without viewer metrics

AI-Powered Solution Table

Area	No. of Cameras	Key AI Features
Entry Lobbies	3	Dwell Time Analysis, Face Count Facing Billboards
Escalator Ad Zones	2	Directional Movement Tracking, Viewing Angle Heatmaps
Food Court & Lounges	2	Gender/Age Estimation, Engagement Rate

Advantages

- Converts surveillance into monetization data
- Enables targeted pricing of ad locations based on traffic
- Enhances digital screen ROI for mall management

ROI & Revenue Potential

- Ad pricing uplift of 20–35% using proof-of-viewership
- Monetizes previously untracked ad spaces
- Supports targeted campaigns based on audience behavior

4. PARKING & PERIMETER SECURITY

Problem Statement

- Theft and vandalism risks in basement and open parking
- No analytics on peak vehicle inflow/outflow periods

AI-Powered Solution Table

Area	No. of Cameras	Key AI Features
Parking Entry/Exit	4	ANPR, Entry/Exit Time Logging
Perimeter Fence	4	Night Vision, Motion Detection
EV Charging Zone	2	Human Detection, Occupancy Status Monitoring

Advantages

- Reduces vehicle thefts and tailgating incidents
- Supports parking slot optimization with occupancy analytics
- Prepares reports for security audits and analytics

ROI & Operational Benefits

- Saves ₹3–5 lakhs/year in loss prevention
- Data-backed parking management improves customer satisfaction
- Reduces unauthorized parking and improves safety

FocusVU.ai Edge for Mall Management

- Converts footfall data into revenue via ad analytics
- Enhances safety with AI-powered threat detection
- Centralized dashboard for all camera zones
- Proof-of-traffic for advertising partners
- Reduces operational cost and increases service efficiency

Conclusion

FocusVU.ai enables malls and shopping complexes to evolve from passive surveillance to intelligent infrastructure. By merging security, customer behavior analytics, and ad engagement tracking, FocusVU.ai delivers unmatched value to mall owners, retail tenants, and advertisers alike.

To book a walkthrough demo or deploy a pilot project, visit: **www.FocusVU.ai**