

Exacq Prism Skylabs Integration





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Exacq Technologies
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- Integration Engineer with Exacq since January 2013
- BS Computer Technology, Purdue University
- Embedded software verification and systems engineering expertise



Bob Cutting

SVP of Product and Services

Prism Skylabs

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571-291-1064

- Co-founded Prism Skylabs in 2011
- Former VP of Product Management at ObjectVideo
- B.S. in Chemical Engineering from the University of Rochester and an MBA from George Washington University

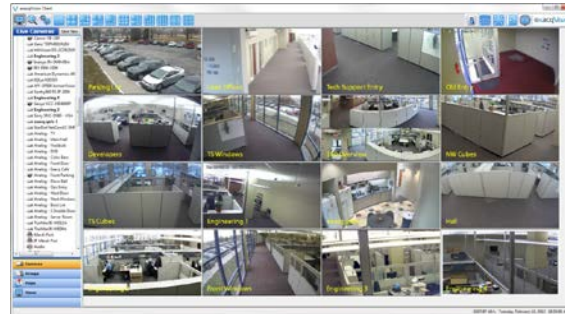
The new PrismSkylabs integration with exacqVision servers and VMS software provides our users with more tools to enhance their business intelligence and make smarter business decisions.

Hybrid Servers

IP Camera Servers

VMS Software

Same client used for all exacqVision systems



Hybrid Server

IPS Server

COTS Server

exacqVision Edge

VMS Software Factory Installed

VMS Software Dealer Installed

www.exacq.com

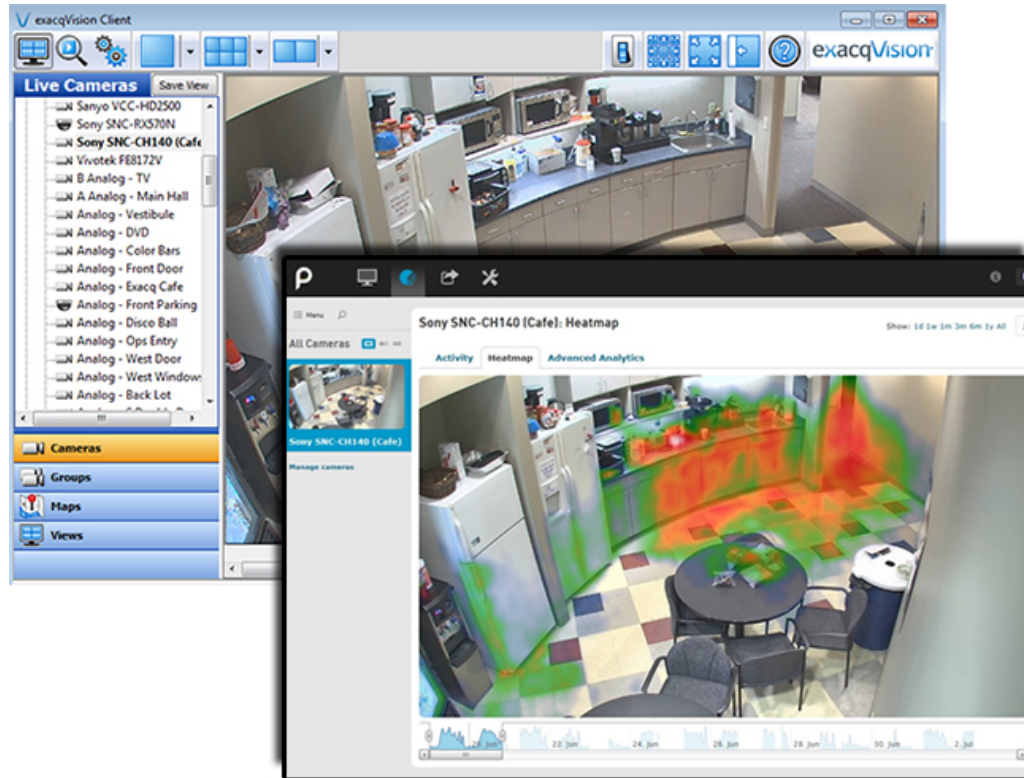
exacqVision®

exacqVision VMS Software (Video Management System)



- Cross compatible (Win/Linux/Mac)
- No cost for client, server, web server or mobile apps.
- Integration with thousands of IP cameras and encoders from leading manufacturers
- Simple IP camera licensing
- Motion detection on the edge
- Intuitive user interface requires little to no training
- Digital PTZ on all cameras in live and recorded mode

Prism-Exacq Integration



- **exacqVision servers are automatically detected and connected when Prism Skylabs software is installed**
- **Prism Skylabs collects information from exacqVision server**



Real-time imagery. Real-world insight.

Prism Skylabs

Real-time imagery to ensure the perfect customer experience

Zoom, tap, and swipe your way around privacy-protected views of any aisle, shelf, display or store. Conduct visual merchandising from any location and get immediate answers to key questions about your business.



Real-world insight to better manage your business

Prism Skylabs condenses customer interaction into stunning, privacy-protected imagery and reports. Measure conversion, understand long-term trends, and dig in to powerful analytics — from dwell to footpaths to product lift — using the cameras you already have.





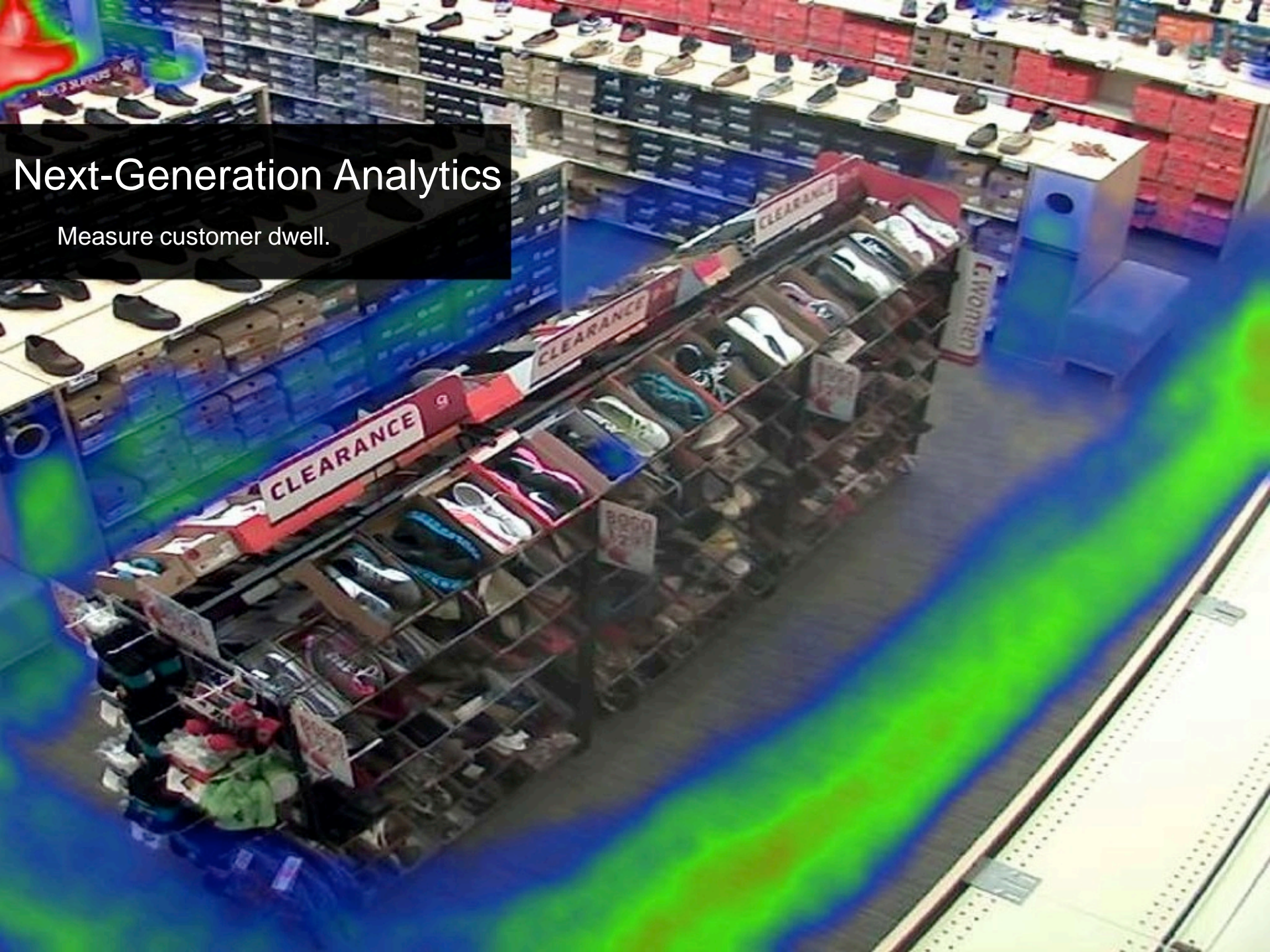
Transform Video into Something Better

The perfect customer experience.

Hidden within video are the answers to key questions about your business. Was the store open on time? What products do customers pick up the most? How long are people waiting in line? Prism Skylabs answers these questions and many more. Our images and reports provide instant understanding of any moment or time period.

Next-Generation Analytics

Measure customer dwell.



Next Generation Analytics

All Views Measure product lift.

Data Chart Data Visualization

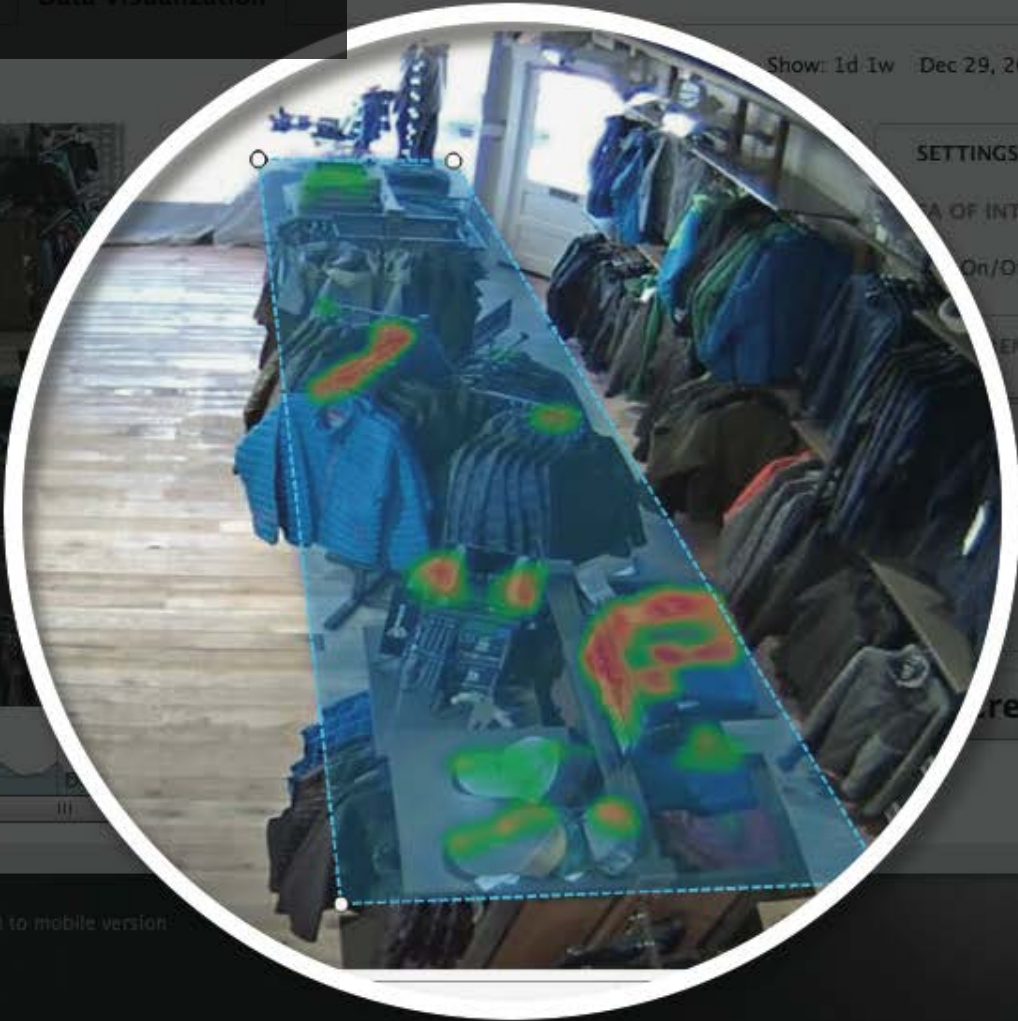
Heat Map



Front Door



StoreConnector



Show: 1d 1w Dec 29, 2012 - Dec 31, 2012

SETTINGS

THEMES

AREA OF INTEREST

On/Off



PRECISION

100%

THRESHOLD

high

Create Map

Enhance, Zoom, and Protect Privacy

Welcome to Retail 2.0.

Prism Skylabs allows you to peek in to your business — and see everything — with absolute clarity. Products. Signage. Displays. You name it. We make it easy for you to be on brand, on trend, and on top of compliance and auditing. And Prism Skylabs doesn't just let you zoom in crystal clear images, we actually remove customers to give you the perfect image of your space.





More than Counting

Prism Skylabs doesn't just do counting — we do any-camera counting. We let you know how many people are in any space over any period of time. There's no better way to understand occupancy, optimize staffing, and — above all — measure conversion.

Activity
Crowd estimation
Entry/exit counting



prism

Menu

All Cameras



Front Door



Front Door 2



Main Room



Shoe Rack

Manage cameras

Front Door: Footfall Counting

Show: 1d 1w 1m 3m 6m 1y All

Jun 8, 2013 - Jun 8, 2013

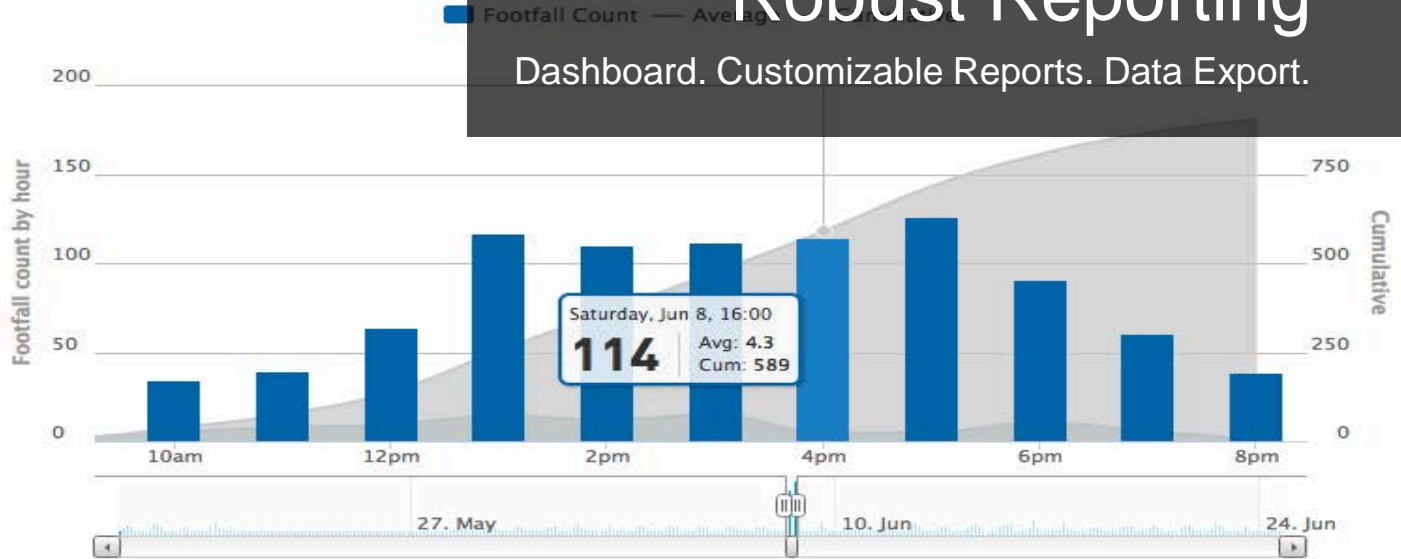
Activity Heatmap Pathmap **Footfall Counting**

Entry 1

Robust Reporting

Dashboard. Customizable Reports. Data Export.

PDF Download Share



Total Count
865
Jun 8, 2013 9:00am - 8:00pm

Average Hour Count
78.6
Jun 8, 2013 9:00am - 8:00pm

Busiest Hour
126
Jun 8, 2013 5:00pm - 6:00pm

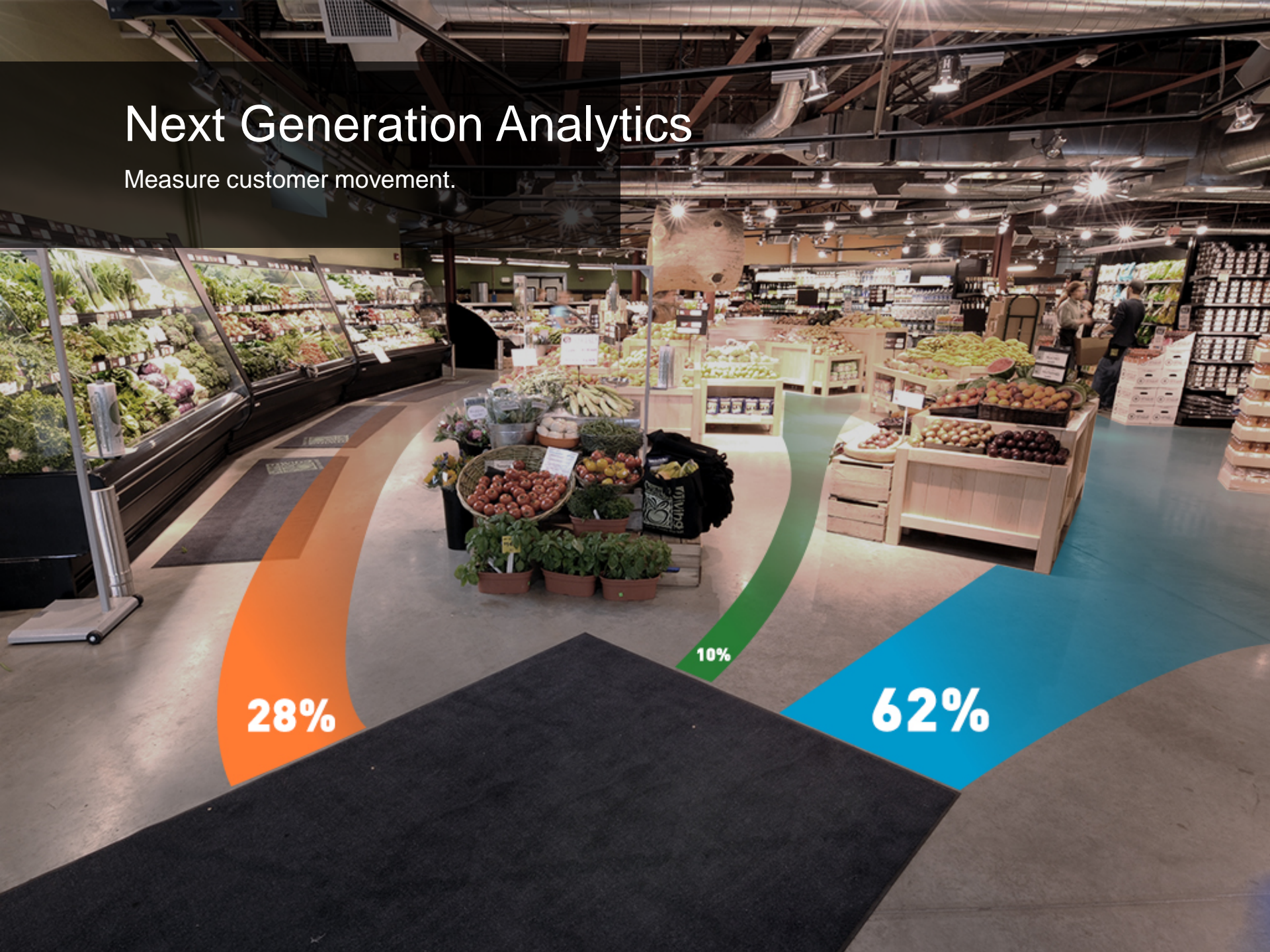
Next Generation Analytics

Measure customer movement.

28%

10%

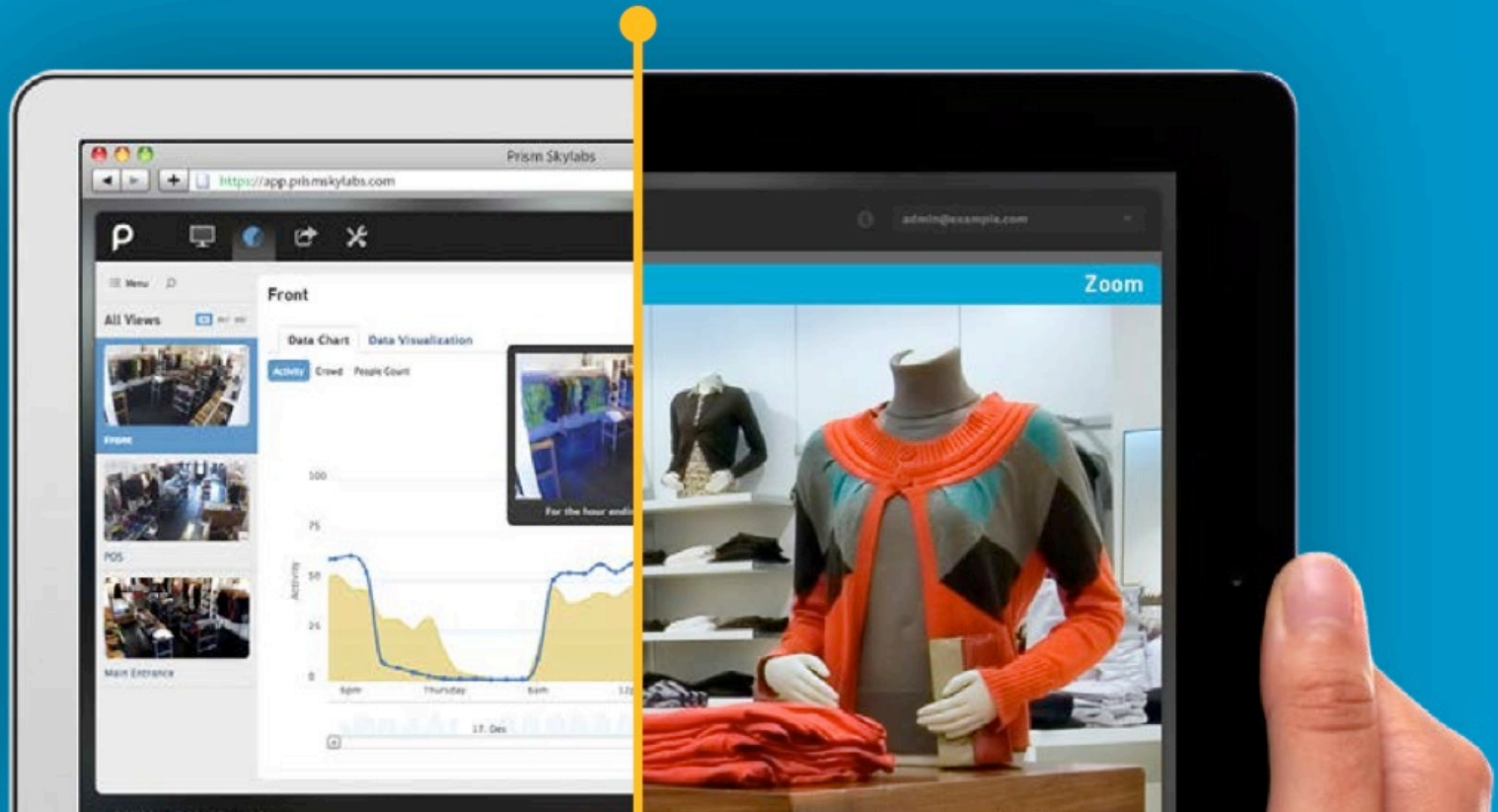
62%



Get Information to People Who Need It

Everyday access and endless insight.

“App” just doesn’t describe it. With Prism Skylabs, your smartphone or tablet is a real-time window into your business. Zoom, tap, and swipe your way around any aisle, shelf, display or store. Dive into long-term trends and real-world metrics with stunning visualizations and enterprise-wide reports. Conduct visual merchandising or dig into powerful analytics — from dwell time to footpaths to product lift — from wherever you are and whenever you want.



Infinite Cloud Storage

Superior security. Store forever. Redundant backup. Long-term analytics and comparisons.



Visual insight and analytics that benefit an

MERCHANDISING

Every product and display at your fingertips.
Real-time views and powerful analytics.

MARKETING

Offline tools just got a lot smarter.
A/B test and measure online-to-offline ROI.

LOSS PREVENTION

The perfect complement to any existing video system.
Failsafe archiving and infinite storage in the cloud.

STORE OPERATIONS

Actionable data.
Continuous improvement.
Immediate answers to critical questions.

OWNER/EXECUTIVE

Never wait for the information you need.
Unprecedented access and global understanding.

IT

Agile cloud architecture that's built just for you.
Network-friendly, scalable, and secure.

Why Exacq and Prism?

- Deliver new innovation to existing customers
- Sell to larger organizations across multiple operational budgets
- Turn video system sales into Enterprise sales
- Achieve incremental, recurring revenue
- Close more deals

Product Overview



- Certified Server Application (CSA) approved
- Runs correctly on an exacqVision server and exacqVision software
- An exacqVision A-Series can support up to 8 Prism Skylabs analytics running with Prism's default settings

How to buy

- To purchase exacqVision, find the nearest Exacq Reseller/Distributor to you:
https://exacq.com/contacts/Exacq_Sales.php
- To purchase Prism Skylabs, visit
www.prismskylabs.com
- To become a Prism Skylabs partner, contact
bob@prismskylabs.com