

## Combat Theft & Credit Card Fraud. Improve Marketing.

In its 2018 survey of organized retail crime (ORC), the National Retail Federation said that for every \$1 billion in sales, ORC costs retailers about \$778,000 dollars. And 71% of respondents said they saw an increase in ORC during the previous year.

Meanwhile, credit card fraud accounts for a whopping \$24 billion in losses worldwide. Even worse, the U.S. leads as the most fraud-prone country with nearly 40% of all losses.

Investing in a PlateSmart automatic license plate recognition (ALPR) solution can help you combat both theft and fraud while also helping you grow your business via valuable data you can use for marketing campaigns.



- **Help Capture Fraudsters**  
Use time-stamped ALPR data to identify vehicles leaving your parking lot following a fraudulent credit card transaction. This will help police narrow down its list of suspects, especially if the plate was seen at multiple locations where fraud has occurred.
- **Alert Other Stores to Possible Criminal Activity**  
Perpetrators of ORC typically target several store locations in succession. ALPR data allows you to alert neighboring locations to “be on the lookout” for suspect vehicles.
- **Identify Troublesome or Unusual Activity**  
Get alerts about vehicles that pass a camera several times within a given period (“casing” activity).
- **Offer Efficient Curbside Pick-up Programs**  
Encourage customers picking up items purchased online to enter their license plate number when ordering. When they arrive on your property, you can immediately deliver the merchandise to their vehicle in the pick-up zone.
- **Make Promotions More Effective**  
By determining how your customers enter and exit your parking lot, you can more effectively deploy promotional signage.
- **Establish Cross-promotional Programs**  
Do your customers tend to drive a particular vehicle make more than others? Take advantage of this by working with local dealerships on cross-promotional programs.

# About PlateSmart ARES®



The award-winning PlateSmart ARES automatic license plate recognition (ALPR) solution is the original software-only, camera-agnostic package. It integrates seamlessly with most major video management system (VMS) brands and can work with virtually any surveillance camera infrastructure. Cost-effectively. Flexibly. Reliably.

## How PlateSmart ARES Excels

- **Identifies More than Just the Plate**  
True object recognition identifies the plate as well as the jurisdiction and vehicle make.
- **Filters Through Graphics**  
PlateSmart's patented edge-finding tech consistently identifies the plate, even if surrounded by bumper stickers.
- **Reads Through Dirt and Grime**  
PlateSmart ARES doesn't require reflective material, so it reads dirty license plates with ease.
- **Doesn't Require a "Sweet Spot"**  
It doesn't matter where in the frame the license plate appears. If the camera sees it, PlateSmart ARES can read it!
- **Reads Plates at Night**  
PlateSmart ARES works with either IR light or modern white light.
- **Reads Stacked Characters**
- **Sees Specialty Plates**
- **Can Read Temporary Tags**

PlateSmart ARES identifies the plate, jurisdiction & vehicle make.

The screenshot displays the ARES Viewer software interface. On the left, a table lists recognition results with columns for Time, Plate, Camera, State, and Make. The entry for plate HZDP96 is highlighted. On the right, a detailed view shows the plate number HZDP96, state FL, and make Hyundai. Below this, an overview image shows a blue Hyundai Sonata with the license plate HZDP96. The interface includes search filters for Plate, Vehicle Make, State, End Time, and Camera.

Time	Plate	Camera	State	Make
05/29/2019 07:53:36...	DXESL	A Live Feed 1	FL	
05/29/2019 07:53:36...	MALFNT	U Live Feed 1	N/A	Chevrolet
05/29/2019 07:53:36...	MALFNT	U Live Feed 1	N/A	Chevrolet
05/29/2019 07:53:36...	MALFNT	U Live Feed 1	N/A	Chevrolet
05/29/2019 07:53:36...	0771PR	A Live Feed 1	FL	
05/29/2019 07:53:34...	MALFNT	A Live Feed 1	N/A	Chevrolet
05/29/2019 07:53:33...	BPIU23	U Live Feed 1	FL	Jeep
05/29/2019 07:53:32...	Z156GF	A Live Feed 1	FL	Toyota
05/29/2019 07:53:30...	BPIU23	A Live Feed 1	FL	Jeep
05/29/2019 07:53:30...	Z090CZ	U Live Feed 1	FL	Chevrolet
05/29/2019 07:53:28...	XFO421	A Live Feed 1	N/A	
05/29/2019 07:53:28...	KBR061	U Live Feed 1	FL	Ford
05/29/2019 07:53:27...	Z090CZ	A Live Feed 1	FL	Chevrolet
05/29/2019 07:53:22...	HZDP96	U Live Feed 1	FL	Hyundai
05/29/2019 07:53:21...	JJWG94	A Live Feed 1	FL	Honda
05/29/2019 07:53:19...	HZDP96	A Live Feed 1	FL	Hyundai
05/29/2019 07:53:17...	UBP78	A Live Feed 1	FL	Honda
05/29/2019 07:53:16...	2378BU	U Live Feed 1	FL	Hyundai
05/29/2019 07:53:15...	PIA231	U Live Feed 1	N/A	
05/29/2019 07:53:13...	2378BU	A Live Feed 1	FL	Hyundai
05/29/2019 07:53:12...	IAPF2	A Live Feed 1	FL	Mini
05/29/2019 07:53:12...	IAP23	A Live Feed 1	FL	Nissan
05/29/2019 07:53:11...	LFKZ60	U Live Feed 1	FL	Toyota
05/29/2019 07:53:09...	HDVU98	A Live Feed 1	FL	Mercedes
05/29/2019 07:53:08...	LFKZ60	A Live Feed 1	FL	Toyota
05/29/2019 07:53:06...	LIBR99	A Live Feed 1	FL	Hyundai
05/28/2019 07:52:50...	BH662	A Live Feed 1	FL	