



# Are your profits headed in the wrong direction?

Comprehensive security solutions  
to reduce losses and increase profits

Retail Solutions







# GE knows retail security.

GE Security is a global leader in delivering comprehensive solutions designed to address all facets of retail security, making sure to safeguard against all threats. Backed by expert planning and GE's 100-year history of technological innovations, we're committed to helping protect one of the most important things of all—your company's future growth.



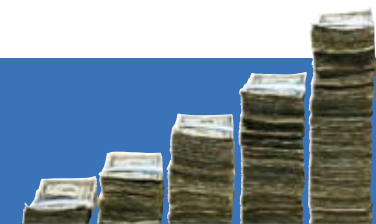


# Securing your business means protecting people, property and your bottom line.

In today's environment, security is both a safety and a business issue. By making smart security investments, you can raise productivity and improve operations to positively impact the bottom line.

From video surveillance to intrusion alarms, access control and platform software, you will not find a more comprehensive line of reliable, field-tested security

products. Scalable to handle every type of retail environment, our products accommodate everything from the largest big-box chains to the smallest retailers. With GE, you have an established and proven provider of comprehensive security solutions tailored to meet your needs.



## Effective security keeps profits in the store.

Technology to reduce shrink and increase operational effectiveness



### Reducing shrink

GE Security is working with retailers to develop integrated security solutions. We are providing the latest innovations in security technology so you can gain control and reduce shrink.

In addition to providing best-in-class products and processes, we can also provide insight to help you increase efficiency and drive profitability.



### More than security

Security is about more than protecting people and property. Locking up high-theft items may reduce shoplifting, but it also hurts sales. In an open-sell environment, you have options to reduce losses while customers still have the freedom to shop without assistance. Our goal is to help you increase sales, reduce losses and gain profits.

GE Security has helped protect retailers ranging from small stores to mid-size chains and larger. We understand that no two retailers are alike, which is why we bring together best-in-class technology that is customizable to your unique challenges. In fact, our open protocols give you the flexibility to fashion systems that easily integrate into your retail operations.

## Cameras and Domes

GE Security's line of cameras can meet any retail environment need including Pan/Tilt/Zoom (PTZ) systems, traditional cameras, and a full line of discreet and covert cameras. Featuring SilkTrak™ direct-drive technology, our integrated dome cameras offer smooth track-and-follow motor control. GE Security's megapixel cameras provide a higher resolution at a wider angle while IP cameras deliver exceptional detail in low-light conditions.



## Recording

GE digital recorders make it easy to capture and share key evidence with law enforcement. Featuring out-of-the-box setup, these recorders are an integrated video surveillance solution to view, record and play back recorded video simultaneously. Plus, our "hybrid" recording platforms allow you to continue to use your legacy camera systems and add IP cameras—all to the same recorder. Think of it as a future-proof migration path with backward capability.



## Product breadth to address every challenge

Broad applications to meet every need

## Access Control

GE offers enterprise access control solutions for every application, whether you're securing headquarters, stores or a distribution center. Our Alliance™ software gives you a single access control point to unlock doors, disarm alarms—even turn on lights—automatically. Best of all, you're managing your systems from an integrated dashboard that maximizes efficiency as well as security.



## Event Monitoring

Some of the world's largest retailers turn to GE for central monitoring solutions to protect their operations. Our MASTerMind™ open source software integrates with industry-standard video and alarm technologies to provide monitoring of open/close events and exception tracking. MASTerMind video monitoring offers quick and clear video viewing of alarm events and MASweb™ assists with data management and report generation. It all adds up to security that delivers valuable business intelligence.



## Transaction Data/Point-of-Sale

The GE POS interface allows you to associate receipt text with video from your DVRs. Exception-based software can help confirm suspicious activity and users can search for data based on time, date, camera, transaction number or transaction text.



## Fire & Life Safety

GE Security's breadth in the fire platform is unmatched, delivering the most effective signaling solutions available anywhere. From small stores to the largest distribution centers, you have complete flexibility with the most innovative technology ever developed. Complemented by meticulously engineered Sound and Communication products, it's no surprise that you'll find GE Security protecting some of the world's most important structures.



# Trusting your operations with a global security leader—GE.

A good relationship starts with the right strategic partner. When you work with GE, you gain access to a hand-selected global network—Best-in-Class Dealers, Distributors, Integrators and Value-Added Resellers (VARs)—backed by industry-leading technology and service.

GE Security is committed to providing security solutions that help protect all aspects of your business from people, to property, to profits. In all, GE offers something that's hard to put a value on—the confidence that comes from a relationship with one of the world's most respected companies.

Ultimately, the best security solutions impact more than safety—they improve business. For more information on the benefits of a security investment with GE, contact Retail Solutions:

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GE-Security, making the world safer.

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