



CROSS POINT

The art of profit protection...

Looking for a system to **secure your articles**? Or to **count** your **visitors**? Or just looking for an effective medium for **instore branding**?

Stop searching! **NEXUS** does it all with ease and in a style that hasn't been demonstrated before.

True, we also made **article surveillance systems** that were just providing a beep. Yes, we also made systems that simply displayed the number of visitors entering your store. But then **we took the next step**.



Take the next step

Every manager needs information on store operations. This is why we gave our system extra tasks. We have modified it so that it gathers all the data required and then makes the results immediately available online. This transforms a classic article surveillance system that can only beep into a new opportunity to score for the office management, the marketing department, the IT department and the security manager.

So take the next step and ensure that you are a leader for years to come.

What counts?

Our web based platform named **CrossCONNECT** links customer counters, article surveillance systems, access control systems and digital video.

The various components work together as a **completely integrated system**. All requested data is processed automatically and presented in the form of instantly available, relevant **management information**. You can view and evaluate the data from all linked stores on the Internet as often as you want. If you want to we can also make the data available for **smooth integration** with your existing Management Information System. CrossCONNECT offers all necessary information for effective theft prevention and for **effective store management**. That's what counts!

Of course you don't pay twice

CrossCONNECT and the connected devices **tell you everything** about your store. You have already acquired those systems, so you don't pay for the data being generated in your stores. At least, **that is our philosophy** (our competitors have different ideas on this issue). Only if you want us to evaluate and structure the data for you, do we charge a fee. Only for **the extra service**.

We produce and sell **our systems** as efficiently as possible. But we **refuse to compromise** on reliability and design. This requires extra maintenance and that is certainly not what you or we want. And do we really need to mention unattractive store furniture?

Your good looks

Whether it counts or beeps, all equipment in a store must support the product presentation and the **store presentation**. This is a simple starting point for us. This is why all Cross Point products are **aesthetically superior** and match perfectly with your store interior. They are **meticulously designed** in accordance with essential design principles and **unobstructively** fulfill their task in every store interior. Check the photos in this brochure and at www.crosspoint.eu. Your logo or house style can easily be applied to the various system panels, if this is desired. **Striking or subtle**, whatever suits you.

You will never notice

We do not want and **do not have downtime**. We prefer to prevent problems. This is why all systems are **constantly monitored**. We resolve problems online before they have an effect. Intelligent architecture detects potential hardware problems at an early stage. Components are replaced as a preventive measure if necessary. This is how we guarantee **optimum operation** at minimum cost.

Every label tells a story

Every security label is **checked automatically** when deactivated or detached. And we check this online. For example, we **register** which security labels are **removed at what time**. If this occurs **outside opening hours** you are **informed immediately**. This automatic check applies to all types of hard tags and paper labels. If the **quality** is not as desired you are the **first to know**.

The perfect match

For an **optimum control** over the access to a store or warehouse, a **personal electronic key** is ideal. This electronic key is not only **safe and comfortable** but also automatically registers arrival and **presence** of your staff. In combination with the data being generated by the visitor counters, this enables you to easily verify and **adjust staff planning** for a perfect match.

It's all about you

Management information **should include all aspects** of store performance, only then is the information valuable for making the **right decisions**. Therefore cash register information is integrated into the system together with the information of visitor counters, article surveillance systems, access control systems, digital video and retail IT systems. The information and reports generated by CrossCONNECT can then be **100% tailored to your needs**.



Cross Point worldwide

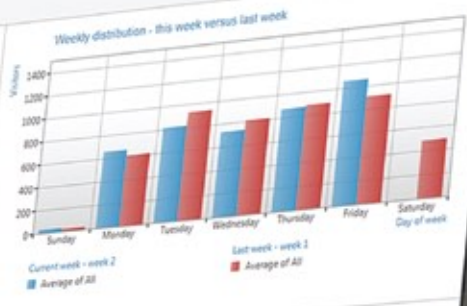
From our office in The Netherlands, we closely **cooperate** with **local experts**. You can rely on **an international partner network** which offers high level international solutions combined with service next door. We know about the latest global developments in loss prevention, but also about local **issues** and

challenges. Therefore we provide you with all the **service, advice and training** you and your staff need, whenever you need it, wherever you need it.

For references and store pictures, please visit www.crosspoint.eu/references.



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Last week top 5

Store	Visitors	Turnover	Conversion
The Blue shop - Eschdele	7202	\$71,648	10.55 %
The Blue shop - Hamburg	5320	\$78,320	11.09 %
The Blue shop - Berlin	5251	\$32,402	11.34 %
The Blue shop - London	4062	\$43,130	12.33 %
The Blue shop - Manchester	3997	\$72,927	11.26 %

Store	Visitors	Turnover	Conversion
The Blue shop - Amsterdam	3798	\$47,046	10.69 %
The Blue shop - Liverpool	3846	\$42,476	14.77 %
The Blue shop - Eindhoven	3885	\$48,290	10.27 %
The Blue shop - Manchester	3997	\$72,927	11.26 %
The Blue shop - London	4062	\$43,130	12.33 %

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Counting totals

Visitors

Today Mon, Sep 13	0	0	0	0	0	0	0	0	0	2	5	15	12
Last week Mon, Sep 6	0	0	0	0	0	0	0	0	0	1	12	12	15
143													
148													
	0	1	2	3	4	5	6	7	8	9	10	11	12

History

This week	143			
Week no. 36	148	196	165	278
Week no. 35	123	201	221	298
Week no. 34	154	176	198	254
	Monday	Tuesday	Wednesday	Thursday


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Check out our competitors

Naturally, there are other suppliers of **connected systems**, but our system was developed on the **basis of your needs** and those of other users. And yes, we have **studied our competitors'** solutions carefully. This is why **we are completely up-to-date**. So with the best technology, integration, service and return on your investment, what else do you need?

... and then let's talk

Take a look and compare. Then we will be **happy to talk** to you about the differences between a system that only beeps and our system that actively processes all relevant data into **management information**. That enables you to start a process of constant improvement. Call or mail for a **convincing presentation**.



Visitor Counter

Advanced bidirectional sensors are integrated in the NEXUS antennas. In case of an alarm event, they notify and report the nature of the event and simultaneously also count the number of visitors entering and leaving your store.



Software solutions

All relevant information about system performance and store performance is processed automatically to the head office or mail recipients. Easily understandable reports can be tailored to your request and data when required and exported in a format suitable for smooth integration in existing management information systems.




Digital video

Cameras are only triggered when something happens. This way you always catch the right moment. No need to search through entire video recordings. So you see, CrossCONNECT is more than just a beep.



Article surveillance systems

NEXUS systems are aesthetically superior and match perfectly with your store interior. They are meticulously designed in accordance with essential design principles and unobtrusively fulfill their task in every store interior. Of course we are completely up-to-date with the best technology.



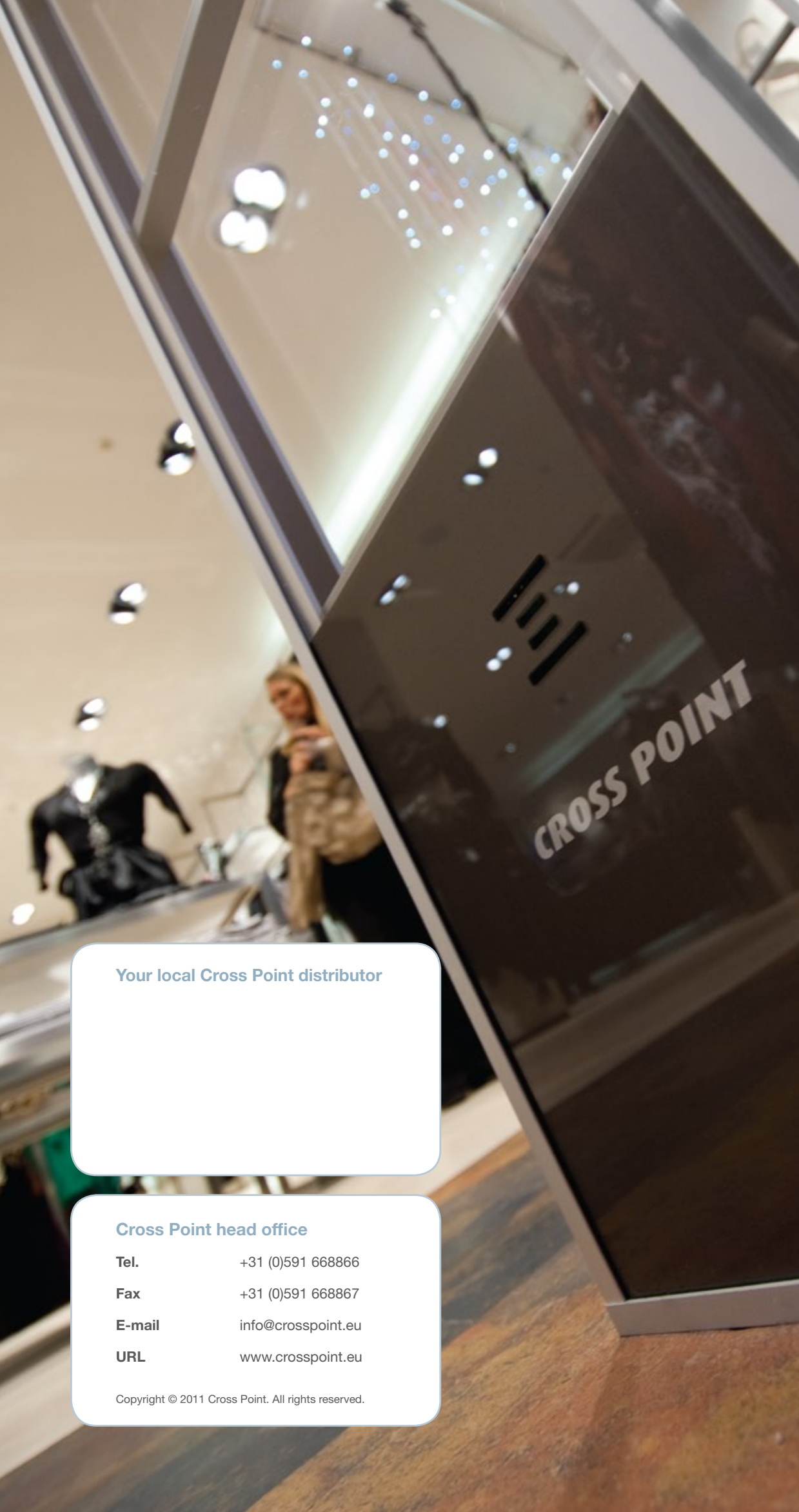
Deactivators and detachers

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Access control

For optimum control over the access to a store or warehouse, a personal electronic key is ideal. This electronic key is not only safe and comfortable but also automatically registers arrival and presence of your staff. In combination with the data being generated by the visitor counters, this enables you to easily verify staff planning.



NEXUS product line



Your local Cross Point distributor

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