

IDENTIFY THREATS AND PREVENT RETAIL CRIME

With face recognition that is
accurate, scalable, private
and secure



ALEX WOLF

OFFER CUSTOMER SERVICE

Documented Shoplifter

7 Visits at 3 Locations

- store #228
- store #231
- store #246

THE LEADER IN FACE RECOGNITION FOR RETAIL SECURITY



Deep Retail Experience

FaceFirst understands and solves
the operational challenges unique
to retail deployments.



Unlimited Locations

Scale without performance loss,
sharing data across unlimited
locations and users.



Camera Agnostic

FaceFirst works with virtually any
camera provider or
camera-enabled device.



Accuracy in the Wild

Maintains high performance with
challenging angles and lighting
conditions.



Real-Time Alerting

Configurable and actionable match
alerts using mobile push
notifications, SMS and email.



Privacy Leadership

The industry leader in privacy-
by-design methodology, best
practices and thought leadership.



DESIGNED, DEVELOPED AND SUPPORTED IN THE UNITED STATES

PROVEN RESULTS

34%

REDUCTION IN
EXTERNAL SHRINK

91%

REDUCTION
IN-STORE VIOLENCE

THE FACEFIRST DIFFERENCE



Enterprise Architecture

Highly configurable and flexible platform, including both centralized and distributed deployment.



Integration Platform

Easily integrate FaceFirst with existing VMS, case management or other security systems.



Intuitive & Easy to Use

User-centric design empowers retailers for instant success.



Performance Speed

Query vast databases at a rate of 75 million images per one tenth of a second.

ABOUT FACEFIRST

FaceFirst is the leading retail face recognition platform, helping retailers prevent crime, create safer shopping experiences and personalize customer engagement through face recognition and AI. Using FaceFirst, retailers can stop crimes before they happen and improve in-store customer experiences. FaceFirst is highly accurate, scalable, secure and private.



FACEFIRST



INTEGRATION



ACCESS CONTROL



SURVEILLANCE



ENGAGEMENT

Schedule Your Free Demo Today

818-540-9800 | [FaceFirst.com](https://www.FaceFirst.com)