

SONR™

Prevent theft with an open-security ecosystem



siffron®
always on

800.422.2547 • www.siffron.com



The Theft Problem

Retail crime remains one of the most serious problems facing retail. Inventory shrink costs the U.S. retail industry over \$45 billion each year (NRF Survey). Internal theft, shoplifting, fraud and organized retail crime (ORC) can have a crippling effect on profit margins.

Research shows closed security systems, where shoppers are prevented from directly accessing merchandise without associate assistance, can have as dramatic an impact on sales as product theft - reducing sales by as much as 38%! Store retailers in today's market are faced with the challenge of preventing product theft while simultaneously providing shoppers open access to their merchandise.



Modern, multi-tier security system



Alarms at
point of theft



Battery
Powered



Product
Accessibility



Easy
Install



Increase
Sales



System
Integration

The store-wide solution to theft

SONR™ provides retailers with a viable solution for displaying valuable items anywhere in the store without losing them to shrink. It keeps merchandise visible, accessible, and, most importantly, shoppable. Best of all, it deters theft well before criminals reach the door.

SONR™ is an open security ecosystem. Merchandise is displayed and kept accessible for honest shoppers. This open environment does not mean it is light on theft deterrence. SONR provides effective security measures to notify store associates of activity and draw attention to potential shoplifters.

Simple yet complex

The simplicity of the system manifests in the alerts it provides when retail product is shopped at the display level. SONR™, which is battery operated and can be easily installed without running electricity or wiring, is much more than just beeping fixtures. It protects merchandise throughout the store.

The fixtures send an echo of additional alerts to the SONR™ Echo Box up to 25 feet away. These push notifications give retailers the ability to safeguard their merchandise through added communication and awareness. This awareness initiates employee intervention, which is one of the most effective ways to deter theft.

Above and Beyond

While the display level alerts and Echo Box notifications provide a very comprehensive solution to stop theft, SONR adds another layer of protection on top of that - store system integration.

The Echo Box is equipped to connect to in-store systems and trigger a variety of additional security measures. These systems include call boxes, CCTV, walkie talkies, intercom systems, public viewing monitors, and more.

With multiple layers of theft protection, SONR gives retailers the flexibility they need to drive down theft in almost any area of their retail environment.

SONR™ Multi-Tiered Solution

Tier 1 - Display Level Alerts

The first level of SONR™ security starts at the display level. Merchandise removed from a hook or shelf triggers the initial response. A warning beep is emitted to draw attention to the affected retail area and to deter potential shoplifters.

- ◆ Basic level of security
- ◆ Keeps merchandise open and available to shoppers
- ◆ Alerts nearby store associates



Tier 2 - Push Notifications

The second tier of security offered by SONR™ starts by installing an Echo Box at or near a store associate workstation to mimic all warning beeps and alarms from the SONR™ products of facings. The SONR™ system can be set to alarm if too many products are removed or another security threshold is passed. This feature notifies store associates who may not be in the retail area of activity.

- ◆ Alert store associates to activity on and off store floor
- ◆ Protect merchandise from a distance
- ◆ Alarms to effectively deter theft



Tier 3 - Integrate into On-Site Security Systems

The third tier, and most sophisticated level of security for the SONR™, links into existing security and communication systems to suit store needs. The SONR™ Echo Box with optional signal output ports integrates with existing security systems, such as an overhead intercom or Public Viewing Monitor (PVM).

- ◆ Integrate into Public Viewing Monitor (PVM), CCTV, intercoms, and other store systems to deter theft
- ◆ Quickly alert associates to activity in any area

SONR™ and the Zones of Influence

When addressing theft, the Loss Prevention Research Council recommends a strategy that builds retailer's Zones of Influence, or concentric areas in and around the store that theft prevention tools are setup. Theft prevention does not start or end at the shelf level. If retailers only address loss prevention here, they are fighting a losing battle with merchandise shrink and theft.

What sets SONR apart from other solutions is it's ability to cover three zones, providing comprehensive protection.

LPRC Zones of Influence*

- Zone 1: Specific points or assets
- Zone 2: Specific interior category areas
- Zone 3: Store entry and overall interior
- Zone 4: Parking lot entry and interior
- Zone 5: Cyber and surrounding build/ social communities

SONR™ - Three Zone Product Protection

Zone 1 – Display Level

SONR™ displays product for shoppers to select while monitoring activity and pushing notification to category and store levels.

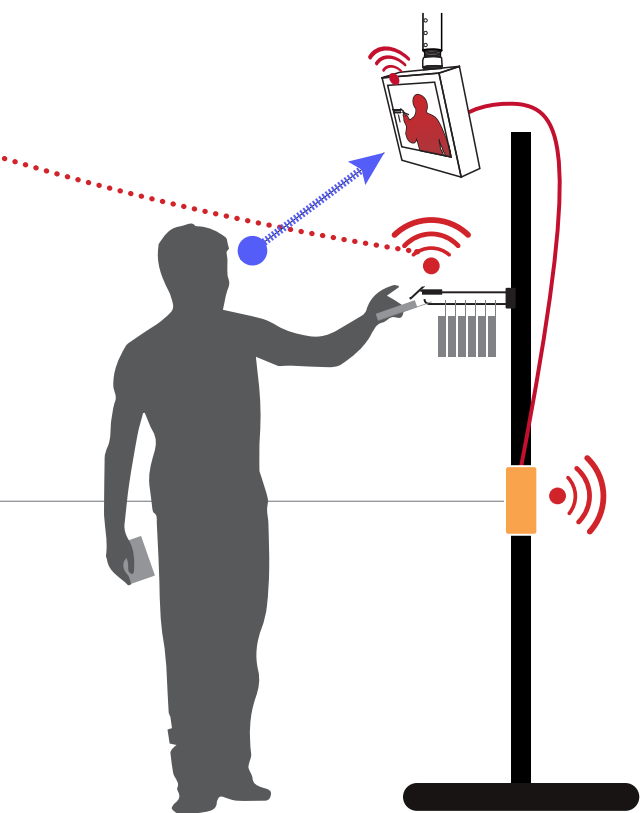
Zone 2 – Category Level or Product Area

SONR™ products at display level communicate with SONR™ Echo Box to provide additional category level protection. These push notifications alert store staff to activity and can trigger other departmental communications.

Zone 3 – Store entrances and overall interior

SONR™ Technology can integrate with additional monitoring technology, such as CCTV, intercoms, walkie talkies, and more.

In addition, SONR products that feature patented LM Tag™ light and motion sensors have expanded capabilities that extend throughout the store interior to alert associates. LM Tags can further the retailers zone of protection by communicating with EAS gate sensors, alarming when they cross the gates installed at entrances/exits.



SONR™ Product Family



SONR™ Hook

The SONR™ hook protects pegged merchandise while interfacing with SONR technology to expand awareness to multiple areas of the store. Featuring an anti-sweep hook design, the SONR Hook allows honest shoppers to freely choose merchandise notifying store associates when activity occurs at the hook. When product is removed from the hook, the hook emits a warning beep, and can alarm if theft threshold conditions are met.

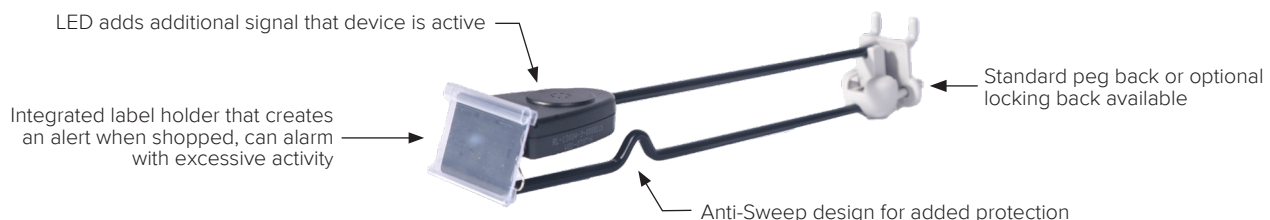
SONR™ Hook alerts store associates to activity at product level and pushes notifications to store associates in designated areas.

Use with siffron Locking Back for extra security!

Features



- ◆ Anti-sweep hook design
- ◆ Easy to install
- ◆ Product accessibility



SONR™ Product Family



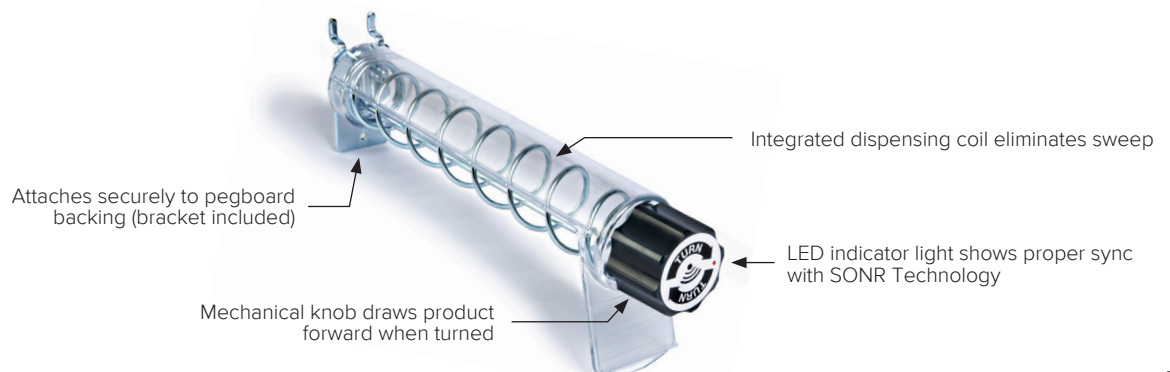
SONR™ Spiral Anti-Sweep Hook

The SONR™ Spiral Anti-Sweep Hook combines two proven loss prevention methods into one solution. The SONR™ Spiral Anti-Sweep Hook design effectively prevents from sweep using a coiled dispensing hook. Each knob turn draws product forward releasing one SKU at a time, releasing a single package, while alerting store personal via an auditory, mechanical noise when the knob is turned. An LED indicator light on the front-knob of the SONR™ Spiral Anti-Sweep Hook confirms SONR is working properly and communicating with the SONR™ Echo Box. The Echo Box receives the push notifications and can alarm and inform store associates if too many items are removed.

Features

new

- ◆ Features a mechanical, audible alert – deterring shoplifters
- ◆ Eliminates sweeping through integrated dispensing coil
- ◆ Attaches securely to pegboard (bracket included)
- ◆ Mounting adapters available for other display systems (sold separately)



SONR™ Product Family



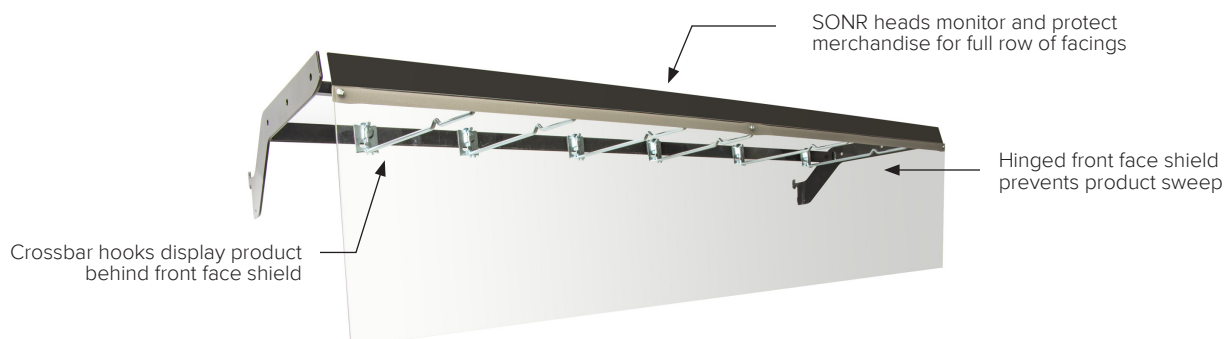
SONR™ Crossbar Shield

The SONR™ Crossbar Shield is a cost-effective, open-security system that can protect an entire row of facings while keeping product accessible to customers. Featuring a low-profile design that preserves retail space, retailers do not lose any additional space to sell merchandise, but gain an intelligent loss prevention system that extends beyond shelf level.

In its default position, a front product shield guards merchandise from sweep. When the shield is lifted, it emits a warning beep notifying store associates of activity in the area while also sending push notifications to the SONR™ Echo Box. When the product shield is held longer than the security threshold allows, the system alarms.

Features

- ◆ Protects an entire row of pegged product facings
- ◆ Anti-sweep hook design
- ◆ Easy to install
- ◆ Low profile to preserve retail space
- ◆ Communicates activity to Echo Box



SONR™ Product Family



SONR™ Pusher

SONR Pusher integrates SONR technology into existing product pusher systems on display shelves to protect multiple facings of SKUs both at shelf and store level.

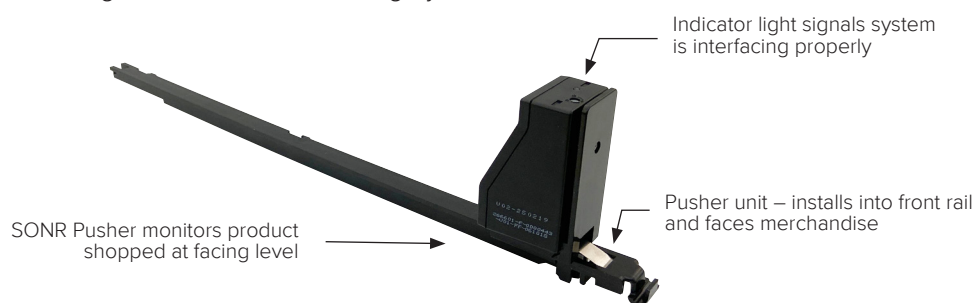
The SONR™ Pusher functions similarly to standard pusher systems, except it features the added functionality of notifying retailers of shopper activity within the store. Shoppers can freely select their merchandise without associate assistance (unlike closed or locked security cases).

Retailers can scale the SONR™ Pusher to adhere to their store needs from a single facing to a complete shelf. For each item removed, the SONR™ Pusher emits a warning beep to keep retailers alert to activity. If too many products are removed within too short of a time span, the system alarms

The SONR™ Pusher is battery powered, requiring no hard wiring for setup and can be retrofitted into existing Power Zone® Self-facing Systems as well as new installs.

Features

- ◆ Fits into new and existing Power Zone® Pre-Set, Sure-Set, and Kwik-Set Self-facing Systems
- ◆ Wireless security system
- ◆ Can install as many or as few as needed without disrupting planogram
- ◆ Alerts occur both at facing where product is removed AND at Echo Box



SONR™ Product Family



LM Tag™ with SONR™

LM Tag with SONR combines effective, on-product protection with concealment alerts and EAS gate triggers.

The LM Tag™ uses the combination of a light sensor and motion detector to notify when the product is both in motion and concealed. It alerts and eventually alarms when product is concealed, making it the only device on the market that has the ability to alert retailers before merchandise walks out their door.

LM Tags with SONR interface with the SONR™ Echo Box (installed remotely) to relay product activity notifications - increasing awareness and response times. As a final step of precaution, the LM Tag™ with SONR™ features an EAS gate sensor (AM and RF) and will alarm if it passes through EAS gates.

Features

- ◆ Small size doesn't detract from product branding and
- ◆ Adhesive back holds firmly to product without damaging packaging
- ◆ The LM Tag™ is designed to be applied anywhere on the product
- ◆ Alarm activation with:
 - Cable cut or LM Tag removed from package
 - Concealment threshold met
 - Passes through EAS gate (both gate and LM Tag alarm)



SONR™ Product Family



LM Tag™ Loop with SONR™

The LM Tag™ Loop with SONR™ provides retail and display merchandise security for a wide range of product sizes. LM Tag Loop with SONR uses a cable (6" or 12" available standard) that installs into a reusable LM Tag.

LM Tag Loop with SONR offers the ONLY cable solution that alerts retailers to concealed merchandise using this patented light and motion sensor tag.

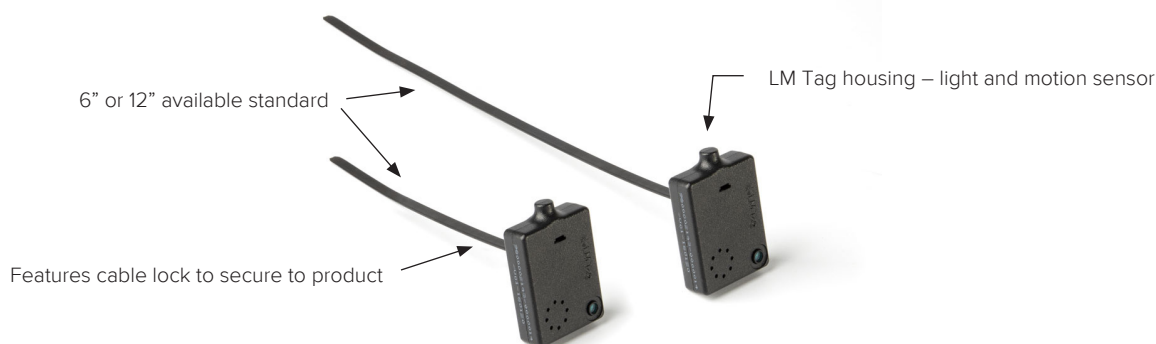
In addition, LM Tags interface with the SONR™ Echo Box (installed remotely) to relay product activity notifications - increasing awareness and response times. The reusable base utilizes replaceable tethers that are available in 6" or 12" lengths

As a final step of precaution, the LM Tag™ Loop with SONR™ features an EAS gate sensor (AM and RF) and will alarm if it passes through EAS gates.

Features

new

- ◆ Reusable, small & lightweight
- ◆ Effectively deters theft at the point of concealment
- ◆ Alarm activation with:
 - Cable cut or LM Tag removed from package
 - Concealment threshold met
 - Passes through EAS gate (both gate and LM Tag alarm)





8181 Darrow Road
Twinsburg, OH 44087

SON R

Increase Sales

Prevent product sweep and keep product open and shopable

Prevent Theft

Notify associates of suspicious activity in the area

Keep Products Organized

Maintain product accessibility while protecting against theft

Ordering is easy!

Phone **800.422.2547**
Fax **800.422.2502**
Web **www.siffron.com**

call toll-free in North America
fax us your purchase order
find and buy resources online

