SON◡R

Prevent theft with an open-security ecosystem

siffron
always on

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.

SON꩜R

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.

PATENTED

SONR™

The store-wide solution to theft

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- Multi-tier security platform
- SONR™ technology offers scalable security solutions to meet your retail needs
- Viable solution for displaying valuable items without losing them to theft
- Hook is battery powered – requiring no cords or cables
- Keeps product visible, accessible, and shoppable

Watch the product video at:
https://siffron.com/loss-prevention-solutions/sonr

| Alarms at point of theft | Battery Powered | Product Accessibility | Easy Install | Increase Sales | System Integration |

LOSS PREVENTION

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

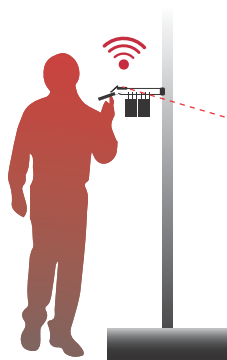## SONR™ - Three Zone Product Protection

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 systems, alarming when they cross the gates installed at entrances/exits.

Tier 1
The first level of security starts at facer level. Merchandise removed from a hook or facing triggers the initial response.

Once triggered, a warning beep is emitted to draw attention to the affected retail area and to deter potential shoplifters.

Tier 2
The second tier of security offered by SONR™ starts by installing a SONR™ Echo Box at or near a store associate workstation to mimic all warning beeps and alarms from SONR™ products.
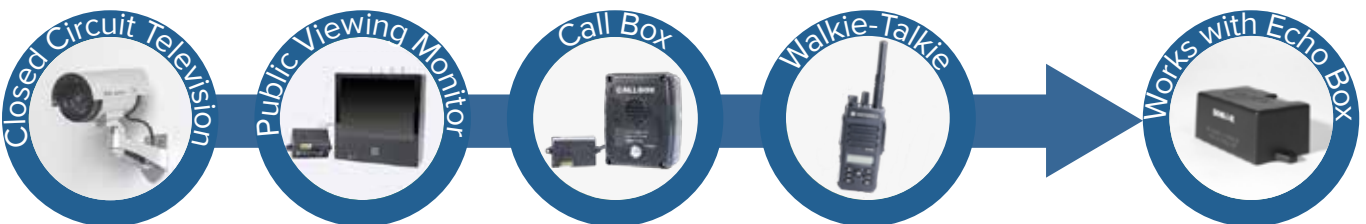
The SONR™ system can be set to alarm if the hook is lifted for too long or cycled too often in a preset timespan. This feature notifies store associates, who may not be in the retail area of activity, and further deters shoplifters.

Tier 3
The third tier, and most sophisticated level of security for SONR™ provides an auxiliary output to link into existing security and communication systems to suit store needs.

The SONR™ Echo Box with optional auxiliary port integrates with existing security systems such as an overhead intercom or Public Video Monitor (PVM).

Closed Circuit Television → Public Viewing Monitor → Call Box → Walkie-Talkie → Works with Echo Box

LOSS PREVENTION

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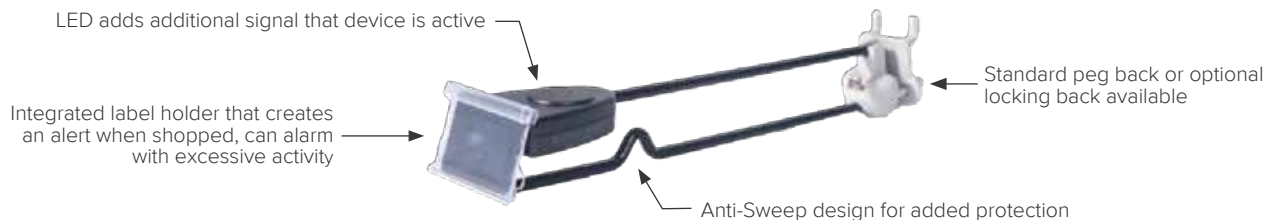
SONR™ Hook alerts store associates to activity at product level and pushes notifications to store associates in designated areas.

Use with siffron Locking Back for extra security!

Features

PATENT PENDING

Locking Fastback® for SONR™ Hook

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

LED adds additional signal that device is active

Integrated label holder that creates an alert when shopped, can alarm with excessive activity

Standard peg back or optional locking back available

Anti-Sweep design for added protection
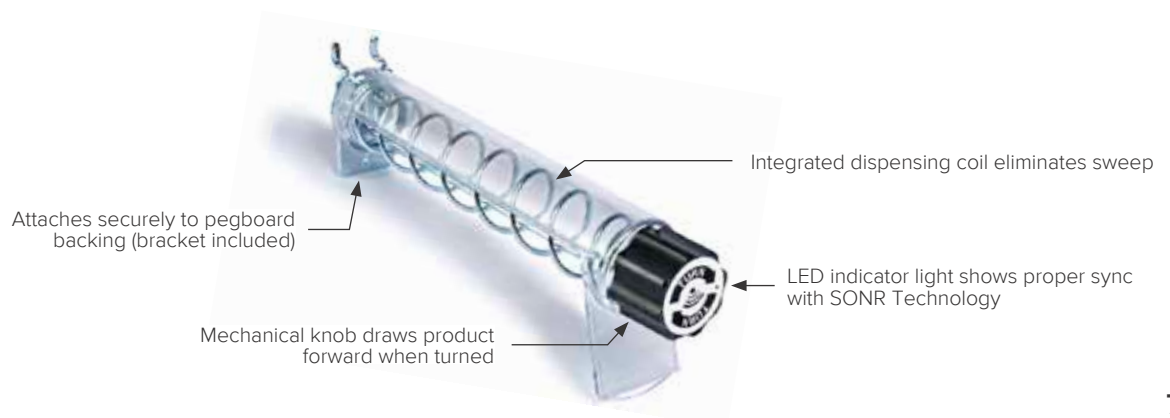
SONR™ Product Family

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)

Attaches securely to pegboard backing (bracket included)

Integrated dispensing coil eliminates sweep

Mechanical knob draws product forward when turned

LED indicator light shows proper sync with SONR Technology

SONR™ Product Family

SONR™ Echo Box

The SONR Echo Box is an innovative control box designed specifically for the SONR™ Hook System, offering unparalleled functionality and convenience. This advanced device seamlessly mimics warning beeps and alarms emitted by the SONR™ Hooks Resetable alarm box, providing users with a comprehensive monitoring experience. With its ability to be installed up to 200 ft. away from the main system, the Echo Box offers maximum flexibility in terms of placement and accessibility.

The SONR Echo Boxoffers multiple RF frequency options that allow seamless connectivity with a wide array of different product groups within your setup. The versatility of this control box ensures that you can easily integrate various components into your monitoring system without any compatibility issues or limitations. By combining cutting-edge technology with user-centric design principles, the SONR Echo Box stands as a testament to innovation in modern security systems.

Features

SONR™ Echo Box

◆ Control box for SONR™ Hook System that mimics warning beeps and alarms from SONR™ Hooks

◆ Resetable alarm box

◆ Install up to 30 ft. away

◆ Features multiple RF frequency options for connecting a variety of different product groups

SONR™ Product Family

PATENT PENDING

Indicator light signals system is interfacing properly

SONR Pusher monitors product shopped at facing level

Pusher unit – installs into front rail and faces merchandise

Spring dampener

New Option - SONR Pusher with Slow Feed:
Slow-Feed Pushers use a special spring dampener to decelerate the pusher and make merchandise move forward at a much slower pace than standard pusher systems. The slowed facing provides additional theft and product sweep deterrence by increasing the time it takes for potential offenders to shop items.

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.

The optional K-Spring paddle allows for the SONR Pusher to push heavier items that are common theft targets, such as laundry detergent.

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)

Disarm here using handheld deactivator or remotely thru SONR Echo Box →

Small and lightweight →

← Plunger (on back of tag) arms LM Tag

← Adhesive backing allows for LM Tag to apply to merchandise

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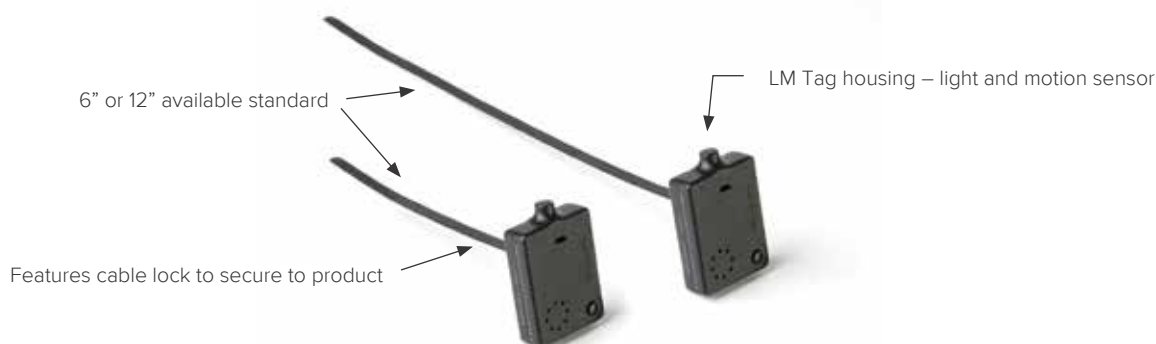
In addition, LM Tags interface with the SONR™ Echo Box (installed remotely) to relay product activity notifications - increasing awareness and response times. The reusable base utilizes replaceable tethers that are availble in 6" or 12" lengths

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)

6" or 12" available standard

LM Tag housing – light and motion sensor

Features cable lock to secure to product

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

2024.12.06

Ordering is easy!

Phone	**800.422.2547**	call toll-free in North America
Fax	**800.422.2502**	fax us your purchase order
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