

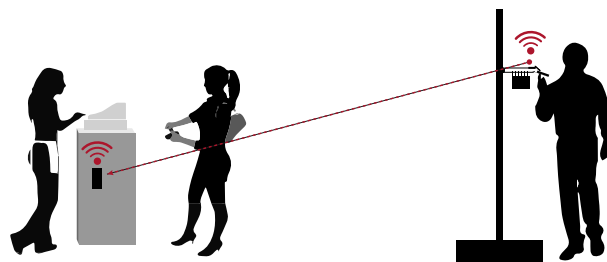
# Open System Design Protects High-Theft Products While Enhancing the Customer Experience

**W**hen combating shrink, it's important for retailers to pursue common-sense solutions in their stores. Many loss prevention products in the market today are closed systems that keep merchandise under lock and key, which can have as dramatic of an impact on sales as product theft. Also, many loss prevention products are limited in functionality. This issue is where Southern Imperial's patented SONR System comes into play. The SONR uses an open system design, allowing shoppers to remove and replace the

different sounds to specific product lines to give them an indication of where activity is taking place in the store.

For retailers requiring an additional tier of security, the SONR System links into more existing security and communication systems to suit store needs. The SONR Echo Box features different signal output ports to integrate with existing security systems, such as an overhead intercom system or public video monitor (PVM). For example, in addition to the SONR alarm, the Echo Box can also instantly

## SONR



product without assistance while simultaneously drawing associate attention to activity. Moreover, the SONR is a multitiered security solution that allows retailers to control the level of security for their products.

### Multiple Levels of Security

Shoplifters are discouraged from theft as risk increases. The SONR system can add multiple levels of security as the need arises. Its basic level of security starts with the SONR Hook. Merchandise removed from the hook by raising the attached label holder triggers the initial response. Once raised, a warning beep is emitted to alert store personnel that there is activity in the area. For the second tier of security, an Echo Box can be added into the system to mimic all alerts. The Echo Box, which is installed up to fifteen to twenty feet away, will relay all alerts on the floor to a central point for store associates.

Unlike other security products, no deactivator is required to reset the alarm. The system Echo Box can be quickly reset as well. The SONR System can be scaled to handle multiple store product lines at a time. The Echo Box features multiple frequencies options that allow store associates to assign

activate a video monitor showing the effected retail area. These measures work to prevent theft, but also keep all items open and available to potential shoppers.

### Keeping Products Visible, Accessible, and Shoppable

Placing merchandise behind lock and key (closed systems) has been shown to decrease sales by as much as 38 percent. SONR Hook provides retailers with a viable solution for displaying valuable items without losing them to shrink. It keeps product visible, accessible, and most importantly, shoppable.

To find out more information on Southern Imperial and the SONR Hook, please visit [intelligentlossprevention.com](http://intelligentlossprevention.com) or call directly at 1-800-747-4665. ■

