



actual size

ONE SIZE FITS ALL

SPECTRA MINI RINGS UP THE SALE IN RETAIL APPLICATIONS

Security personnel and Pelco representatives watched on screen as a man entered the housewares area of a large department store in Chicago, a receipt in hand. He looked carefully at the SKU numbers for several products and then at the receipt, eventually picking up a large box of pots and pans and carrying it to the nearest checkout. Soon after pocketing the \$300 from the return, he was detained by the store's security personnel.

Maybe he wouldn't have tried it if he had noticed the Spectra Mini's 4.1-inch dome mounted in the ceiling above, tracking his every move. But then again, a 4.1-inch dome can be rather hard to see. *By Gena Pratt Johnson, Contributing Writer*

Compact Design. Big System Performance.

Video security plays a vital role in the retail market – helping to protect retail businesses from liability claims while increasing productivity, limiting losses, and even helping find lost children. But with its many uses, video security must also meet the demands of the retail environment by addressing its specific needs, including affordability, functionality and aesthetic design.

“When it comes to security, each market is unique and retail is certainly no exception,” explains Pete Schmidt, Pelco Retail Business Development Manager. Schmidt should know. Having spent more than 25 years working in loss prevention and security, his experience has helped him gain a unique understanding of the video security challenges present in the retail industry – knowledge he has applied when looking for the best products to meet its needs.

Enter Spectra Mini, an affordable, high-performance pan/tilt/zoom dome camera with a compact size and a full line-up of features. Spectra Mini is a perfect fit for retail video security needs.

“Spectra Mini is the low-cost alternative to traditional camera systems, giving retail establishments the power they want, the functionality they demand, all at a great price they'll love,” said Dan Scroggins, Pelco Product Sales Manager.

Offering an instantly recognizable return on investment, Spectra Mini delivers the perfect combination of price and performance.

“The Spectra Mini system now allows retailers to purchase pan/tilt/zoom domes where in the past they would have bought

a fixed camera. PTZ systems allow them to cover more area with fewer cameras. They are getting more bang for their buck,” Schmidt said.

Combining the features of a traditional high-speed dome into a small package, Spectra Mini can also be used along side Pelco Camclosure Fixed Dome Systems to create a consistent and attractive look throughout any retail facility. Due to its similar size and almost identical appearance, Spectra Mini's all-in-one design provides a discreet presence for any indoor retail application.

“Now we have a discreet, good-looking product for retailers who are much more aesthetically minded,” Schmidt said.

Plus, Spectra Mini has a number of flexible mounting options for installation convenience. It can be surface, recessed, pendant, or pendant wall mounted – providing a variety of options to fit almost any installation need. The smallest full-featured PTZ dome available anywhere, the Spectra Mini system is fully functional while remaining competitive in price.

Features You Demand

Building on the unparalleled success of the Spectra Series of camera positioning systems, Spectra Mini comes fully loaded with features to help meet retail video security needs. With auto flip dome rotation, the familiar Spectra Camera menu structure,

protocol auto sensing for easy installation, one programmable pattern for unattended control, window blanking for privacy concerns, smooth 140-degrees/second-pan speed, and other great features, Spectra Mini is perfect in most any application, big or small. And with a built-in passive UTP circuit, the Spectra Mini is ready to take advantage of existing wiring.

Not only does the Spectra Mini fit into a variety of applications, Spectra Mini indoor systems can be mixed and matched with larger, more powerful outdoor Spectra systems, resulting in a cost-effective, high-performance video security system that perfectly meets an application's needs.



“With the addition of the Spectra Mini, the Spectra product line provides positioning system functionality on a scale that has never before been realized in the retail industry,” Scroggins said. “For the first time, a positioning system from a single manufacturer can be placed in any retail environment, no matter the size, cost or environmental requirements. Spectra Mini provides the user with uniform aesthetics and functionality throughout. This unique capability will make standardizing security components possible within a multi-dimensional retail platform.”

When it comes to meeting the needs of the retail industry, the answer fits into the palm of your hand. Spectra Mini – Big Dome Performance, Small Dome Package.

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