

# SYNERGY

Syn•er•gy |  
'si-nər-jē

// .....  
The interaction of  
elements that when combined  
produce a total effect that is  
greater than the sum of the  
individual elements. //  
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RFID Ready



Interconnected



Modular



Detection System



The Sensormatic story began in 1966 when a thief stole two wine bottles from a supermarket in Ohio. The store employee's initial reaction was to chase the thief. But he quickly realized this was too dangerous and not sustainable for deterring theft long-term.

The store employee and his cousin created a concept that would cut inventory losses and deter thieves, with the added benefit of preventing potentially dangerous encounters. From this vision, Sensormatic, with its flagship solution in Acousto-Magnetic (AM) Electronic Article Surveillance (EAS) technology, was born.

For the past 50 years, Tyco Retail Solutions and its Sensormatic brand have become global market leaders in providing retailers with loss prevention, store performance and security solutions based on unsurpassed Acousto-Magnetic (AM), Traffic, RFID and Video technology.

Now, Tyco Retail Solutions has combined global strength along with a spirit of innovation to bring retailers the brand new Synergy Series, the latest in EAS reinvention. Synergy marks the most significant, state-of-the-art step towards the full integration of AM EAS along with multiple technologies connected through ONE network-ready detection system to help retailers minimize loss and optimize store performance.

# Discover the Synergy Series:

# Advanced detection system with multiple technologies delivers next-generation store performance.



## Optimal Interconnectivity with Multiple Technologies

Synergy integrates AM EAS technology with RFID, IP & Video as well as Traffic intelligence into one, single network-ready detection system that not only allows you to easily manage shrinkage but connects you to key operational information. Using Tyco's TrueVUE Retail Platform, you can access this actionable shopper, shrink and inventory data — all in one place — to optimize operations and create a superior experience for your customers.



## RFID Ready

The new Synergy Series allows for a clear migration path to RFID technology, so retailers benefit from improved inventory and shrink visibility. Migration to RFID ensures your EAS investment supports your stores' efficiencies, improves the customer experience through enhanced accuracy and can enable your store to implement an omni-channel strategy. Whenever you are ready, you can easily upgrade your Synergy pedestals by installing the RFID upgrade panels.



## Traffic Intelligence Sensors

Synergy relies on built-in traffic sensors to track and report on the number of customers entering your store, providing shopper visibility. Integration with POS data enables the calculation of conversion rates; integration with EAS ensures that you are able to customize the system to only alarm when a customer leaves the store with an active tag or differentiate between inbound, outbound and non-directional alarm events which enhances detection performance and minimizes nuisance alarms.



## Plug-in Network Card

The Network card is a key component which can be easily plugged into the controller or the base of the Synergy pedestal. The Network card is critical in enabling the pedestals to deliver EAS, Traffic and Inventory data to the TrueVUE reporting platform via the web. In addition, the card allows the EAS hardware to be remotely managed and updated.



## Backfield & Tags-too-Close Reduction

By reducing backfield interference and preventing nuisance alarms generated from tags placed too close to the pedestals, retailers are able to maximize valuable floor-selling space behind the pedestals. The reduction of unnecessary alarms adds value to the shopper experience and increases staff productivity and confidence.



## Metal Foil & Jammer Detection

The Synergy Series is equipped with additional functionalities such as Metal-Foil and Jammer Detection specifically designed to prevent Organized Retail Crime (ORC). The optional Metal-Foil Detection plug-in card requires no wiring and the standard Sensormatic Jammer Detection feature helps identify shoplifters attempting to interfere with the EAS system. Data from both can be captured in order to identify trends and shrinkage issues.



## Customizable Audible and Visual Alarms

The integrated audible and visual alarms alert store personnel if protected merchandise passes through the detection zone. Both alarms can be fully customized on different theft/event types, allowing store personnel to take the necessary action.



## Video Verification & Integration with TrueVUE

The integration between Synergy RFID pedestals and video devices allows retailers to capture images of shoplifters when the alarm is set off. By integrating surveillance cameras with the TrueVUE software platform, incidents can be bookmarked in the Video Management System, enabling TrueVUE to import the video clip and transfer to law enforcement or leverage for post-event forensic analysis.

## Benefits of the Synergy Series

- // Ensures the protection of very wide exit detection area up to 2.5m (8.2ft) between the pedestals
- // Provides a future, cost-effective migration path to inventory visibility and item-level intelligence
- // Maximizes valuable floor selling space
- // Significantly reduces power consumption by automatically putting the system into a low-power standby mode during periods of inactivity
- // Provides robust protection against theft, shrinkage and ORC
- // Feature a stylish, modern design that complements the look and feel of any store environment. Elegant advertising accessory kits are also available to help customers connect to your brand.

## Synergy Models



**Synergy Self-Contained (AMS1170):**  
Eliminates the need for an external controller



**Synergy Open Frame (AMS1175 and AMS1180):**  
Provide a simple, cost-effective RFID migration functionality



**Synergy RFID Upgrade Panel (AMS1175 and AMS1180):**  
AM/RFID or RFID only



**Synergy Acrylic (AMS1190):**  
Sleek, high-quality acrylic construction preserves store aesthetics

## Available Colors



## Additional Modularity

- Base covers
- Accent bases
- Advertising panels
- Camera Kit
- RFID Retrofit Panel

# Interested in reducing system downtime and improving operational efficiency?

## Ask about the added value of Remote Diagnostic Services.

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Tyco Integrated Security's Remote Diagnostic Services can decrease service costs and improve uptime for Sensormatic Synergy systems. Available as an add-on service to a TycoIS maintenance plan, Remote Diagnostic Services allow TycoIS to diagnose and resolve many system issues remotely, often in minutes, avoiding the inconvenience of scheduling service calls and waiting for a service technician to arrive onsite\*.

### Benefits of Remote Diagnostic Services:

- Permits rapid response, often in minutes, to issues and helps reduce system downtime
- Services performed by professionally-trained technicians
- Offers greater operational efficiency by reducing the number of onsite service appointments
- Allows for system reporting with the ability to monitor trends and highlight potential areas for improvement.
- Ability to monitor certain video and traffic counting systems
- If system issue cannot be resolved remotely, the dispatched technician will be better informed of the device issues

### Remote Diagnostic Services include:

- **Proactive Solutions:** Tyco Integrated Security will monitor customer systems and contact the customer upon becoming aware of system problems or needed system upgrades.
- **Reactive Solutions:** Tyco Integrated Security will help resolve issues after receiving a customer call concerning system issues.

\* A high speed internet connection is needed on site. Tyco Integrated Security Remote Diagnostic Services IT professionals will work with the customer's IT team to determine the best way to connect the system.

Take advantage of Tyco Integrated Security's years of experience in remote monitoring for retailers in North America. Call **1-800-701-8449** or your account representative for more details.

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[www.tycois.com/synergy](http://www.tycois.com/synergy)

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Integrated Security

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