

# Catch theft before it happens

MarketSight is powered by a proprietary computer vision algorithm designed to detect under-ringing in self-checkout environments.

Leveraging a top-mounted camera and an optimized object detection model, the system visually verifies that each item picked up by the consumer is successfully scanned. This creates a highly effective deterrent against theft while preserving a smooth user experience.



## How it works

A discreet, overhead camera monitors the checkout zone and tracks the number of items being handled. If the number of items seen doesn't match the number scanned, MarketSight flags the transaction in real time.

In Display Mode, the shopper is prompted to either rescan missed items or confirm that everything's been scanned. If they skip rescan and proceed to pay, the incident is logged. In Monitor Mode, the system stays silent but records every mismatch for backend review.

## MarketSight: Tech Overview (Cont.)

### Intelligent oversight, minimal interruption

- **Minimizes false positives:** The system is trained to recognize everyday non-retail objects (like hands, wallets, and bags), reducing unnecessary prompts
- **Only flags when confident:** MarketSight uses visual context and optimized detection logic to identify real issues, not noise
- **Built-in correction loop:** Display Mode allows users to address potential scanning issues in real time, ensuring a smooth and accurate checkout experience

### Checkout security, reimagined

- **Deter theft in the moment:** MarketSight gives shoppers a chance to make it right before they check out - reducing intentional under-ringing
- **Silent surveillance option:** In Monitor Mode, the system quietly logs every mismatch, building a pattern of behavior and supporting long-term recovery
- **Evidence that holds up:** Each under-ringing record includes item details, visual snapshots, and user photos, which are all accessible in ADM's Loss Prevention Report

