

Displaysense irobot mannequin to terminate shop lifting



Released on: September 30, 2008, 9:18 am

Press Release Author: [Displaysense](#)

Industry: [Consumer Services](#)

Press Release Summary: Displaysense join forces with security company to help terminate shoplifting during tough economic period

Press Release Body: **Displaysense**, one of the UK's leading suppliers of display cases and point of sale equipment, are teaming up with a local security company to trial the use of mannequins with built in security cameras in order to battle the sharp rise in shoplifting and violent crime towards staff during this tough economic recession.

The bold move comes at a time when store owners are struggling with a considerable rise in crime as a result of the economic recession. The main culprits of shoplifting are children aged 12-20, with girls overtaking boys as the leading suspects for the third year running.

With an estimated value of £1.6 billion stolen from stores and warehouses every year, shop owners are now looking for the definitive solution to stop shop lifting in its tracks. This is where the new revolutionary i-mannequin would come into play.

The [mannequins](#) which would have a built in digital video recording capability are set to be the affordable alternative to expensive in-store surveillance, with prices estimated to be no greater than £299. The mannequins will not be designed to move or apprehend the criminal themselves, but it is hoped that they will be able to catch the would-be criminal red handed on camera.

Displaysense representative Steve Whittle, who is involved in the mannequins' creation commented, *"This is the perfect collaboration between shop fitting and security which is set to be the most inconspicuous way of monitoring activity around a store"*. He continued, *"With the falling costs of*

technology, it is not that expensive to include digital video recording with other devices, making it affordable for most retailer budgets."

As the UK endures one of the most challenging economic periods in recent history, it is important, now more than ever, for retailers to take a firmer grip on the security of the products on their [shop shelving](#). These mannequins are designed to be ideal for protecting products, but staff will also benefit from the added security, at a time when violence towards retail staff is on the rise.

It is thought that if this device is successful after its trial period, the technology can be transferred into the likes of a [display cabinet](#) or a [display case](#) which would provide allround protection for staff and products alike.

About [Displaysense](#)

Displaysense was established in September of 1978 as a manufacturer of quality point of sale displays. They have a wealth of experience in design and manufacturing and have been able to develop their ever growing standard range of over 1500 displays. The range is now hugely diverse including acrylic containers, display cabinets, mannequins, slatwall, shelving units, exhibition displays and business card holders.

Displaysense works with a large range of clients including, retailers (multiple and independent), blue chip corporate clients, cafés, bars, restaurants and night clubs, shop and office fitters.

Displaysense provide a full service to Ireland and Europe with their dedicated websites www.displaysense.ie and www.displaysense.com.

Web Site: <http://www.displaysense.co.uk>

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