

Optimize Your Operations and Security with License Plate Recognition (LPR) and Real-Time Data

Enhance your business with the combined power of March Networks' highly accurate LPR Camera, proactive alerts and data analytics. This integrated solution delivers real-time insights into customer behavior, repeat visits, and peak traffic—boosting security, while improving customer satisfaction and your bottom line.

Powered by Vaxtor ALPR

The March Networks LPR Camera offers superior video quality with Vaxtor's highly accurate license plate recognition, providing faster, more precise data and alerts when paired with tools like Smart Rules and Searchlight Cloud.



Smarten Up Your Surveillance with License Plate Recognition

Scan Here to Learn More

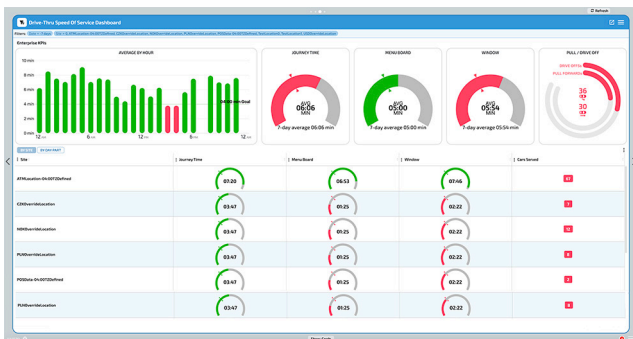


Global License Plate and Vehicle Database

The March Networks LPR Bullet Camera, captures license plates from over 100 countries and identifies vehicles' make, model, and color from 680 manufacturers and 7,250 models. This vehicle data, combined with real-time proactive notifications through Smart Rules and video-based business analytics through Searchlight Cloud streamlines operations, reduces wait times and improves customer satisfaction.

Automated Alerts for Proactive Management

Smart Rules can send users push notifications for VIP arrivals, suspicious vehicles, parking violations, or commercial vehicles entering restricted areas. These proactive alerts save time, improve security, and allow staff to respond instantly to key events, ensuring smooth operations. Be alerted when known offenders arrive and track their movements across all locations.



Comprehensive Vehicle and Customer Insights

Track key metrics such as speed of service, vehicle dwell time, and traffic flow with detailed vehicle and customer data, all visualized through easy-to-read dashboards in Searchlight Cloud, including specific dashboards for drive-thrus. By combining this data with video footage, businesses can address bottlenecks and improve operational efficiency in real-time, protecting profit margins.

Enhance Customer Loyalty and Engagement

Using the LPR Camera's vehicle recognition data, businesses can set Smart Rules to trigger personalized promotions and loyalty rewards for returning customers. This targeted engagement boosts customer retention, drive-thru efficiency, and profitability, while reducing manual effort. We encourage you to consult your local laws regarding the use of LPR technology before implementation.