


 Sony DADC

## How “passive terahertz technology” protects the three million blockbuster DVDs that Sony ships, every day, from theft...

*“The Thruvision solution has already had a significant positive impact on our security and profit protection efforts, reducing costs, deterring would-be thefts, and maintaining employee productivity. I recommend any firm that is concerned about profit protection to learn more about Thruvision.”*

**Stefan Deutinger, Director Information Security, Sony DADC**

### How do you prevent theft and unauthorized release of ‘blockbuster’ video games titles ahead of planned launch dates?

Sony is a premier and iconic brand, with global revenues of over \$70 billion annually and a leadership position in multiple areas, including consumer electronics, film and digital gaming and entertainment.

Within Sony, Sony DADC is the leading end-to-end services provider for the entertainment industry and beyond, offering world-class digital and physical supply chain solutions and optical media replication services.

As a leading provider of digital content to the multi billion-dollar gaming market, Sony understands the importance of protecting its assets from theft or illicit use.

### Traditional methods of employee screening don’t detect plastic

Not only does Sony DADC need to protect a huge volume of DVDs - some 3 million are shipped through its global distribution network daily - but Sony DADC must also prevent unauthorized release of ‘blockbuster’ video

games titles ahead of planned launch dates because of the direct and consequential losses that would ensue.

Sony first contacted Thruvision after doing market research on its breakthrough passive terahertz people-screening technology.

The challenge they faced was that DVDs can be susceptible to theft by persons - such as staff, contractors, and vendors - concealing them on their person, under clothing when they leave work.

*Return on Investment (ROI) per unit, typical pay back is 3 - 6 months, and can reduce loss rates by up to 80%*

Traditional methods of employee screening, such as walk-through metal detectors, cannot detect DVDs. Airport style body scanners emit radiation with its associated risks, and are also far too expensive and slow to be practical. And of course, random pat-downs are seen by staff as highly intrusive.

Sony DADC needed a cost-effective solution that was respectful, fast (staff needed to be able to leave work quickly) and that could reliably detect concealed items.

### The demonstration revealed a number of important things...

Thruvision's team set up a live demonstration of the system at one of Sony DADC's facilities. This quickly demonstrated how the system can be deployed to maximize staff throughput, item detection and minimize cost.

Based on the demonstration, Thruvision and Sony DADC developed a custom implementation plan that included site design, system installation and operator training.

Sony DADC has now successfully deployed the Thruvision passive terahertz system in 5 of its sites across four continents.

### What is the ROI?

The evaluation process demonstrated a number of critical advantages of Thruvision's technology and its unique ability to meet Sony DADC's loss prevention requirements.

Unlike active millimetre wave imaging technology (used in airport body scanners), passive terahertz technology does not emit radiation and does not generate images of anatomical details. This means the system is a completely safe and non-intrusive way to check staff for concealed DVDs on a daily basis.

Staff can be screened in under 10 seconds per person, from a respectful distance of 3 to 4 meters. This means staff can get out of the facility quicker through a contact-free security process.

The Thruvision system detects any type of object concealed beneath a person's clothing, including plastics, down to a size of 5cm by 5cm. It is proving an effective detection system.

Just looking at direct savings (the reduction of stock theft) the system has delivered a strong return on investment per unit. Typical pay back is 3 - 6 months, with loss rates reduced by up to 80%. Of course, the ROI is even greater when you add in the value used to mitigate enterprise risk to Intellectual Property or key content loss.

### Would you recommend Thruvision?

*"The Thruvision solution has already had a significant positive impact on our security and profit protection efforts, reducing costs, deterring would-be thefts, and maintaining employee productivity. I recommend any firm that is concerned about profit protection to learn more about Thruvision."*

**Stefan Deutinger, Director Information Security,  
Sony DADC**

### About Thruvision

Thruvision is the leading provider of next-generation people-screening technology. Using patented passive terahertz technology, Thruvision is uniquely capable of detecting metallic and non-metallic threats including weapons, explosives and contraband items that are hidden under clothing, at distances up to 25ft. Addressing the growing need for fast, safe and effective security, Thruvision has been vetted and approved by the US Transportation Security Administration. More than 200 units have been deployed worldwide over the last five years for applications including mass transit and aviation security, facilities and public area protection, customs and border control and supply chain loss prevention. Thruvision has offices in Washington DC and near Oxford, England.

### Learn More - Contact Thruvision Today

To learn how Thruvision's breakthrough passive terahertz technology can reduce employee theft, inventory shrinkage and maintain employee productivity, visit [www.thruvision.com/loss prevention](http://www.thruvision.com/loss-prevention) today or contact:

#### Americas

Kevin Gramer, Vice President  
[kevin.gramer@thruvision.com](mailto:kevin.gramer@thruvision.com)

#### United Kingdom and Europe

Alex Brundle, Vice President Loss Prevention Sales  
[alex.brundle@thruvision.com](mailto:alex.brundle@thruvision.com)

#### Asia Pacific & Africa

Jonathan James, Sales Director  
[jonathan.james@thruvision.com](mailto:jonathan.james@thruvision.com)

# Sony DADC

## THRUVISION

@thruvision  
info@thruvision.com  
[thruvision.com](http://thruvision.com)

UK t: +44 (0) 1235 436180  
US t: +1 (540) 878-4844