

Axis network cameras help Christelle protect fine jewelry.

With low-bandwidth transmission of top-quality digital images, high-value exporter enhances security at trade shows and in offices.



Organization:
Christelle Limited

Location:
Hong Kong SAR, China

Industry segment:
Manufacturing/export

Application:
Loss prevention, safety
and security

Axis partner:
Hong Kong Jewelry
Export Infoshare Ltd.

Mission

Christelle Limited, a Hong Kong-based manufacturing jeweler, has been producing and exporting exceptional jewelry for more than three decades. Known for its unique designs and high quality materials, it participates in more than 30 tradeshows around the world each year. At these shows, and in their international offices, security and staff safety are key concerns.

Solution

To enhance security, Christelle selected a new digital video surveillance system from Axis Communications. The system is easy for sales staff to set up and operate during tradeshows as well as reliable and powerful enough for around-the-clock office surveillance. The system comprises advanced and unobtrusive Axis network cameras and AXIS Camera Station software. It allows monitoring of real-time and recorded images as well as remote monitoring via an authorized PC or 3G smartphone.

Result

With this advanced Axis technology in place, Christelle can prevent theft while reducing costs in a more effective way. The cameras capture high-resolution images so that personnel can distinguish individual pieces of jewelry and more readily spot suspect behavior. Compressed for low-bandwidth IP transmission, these images can even be accessed remotely to confirm false alarms and hence, increase the efficiency of the security team. Furthermore, staff does not need special training, and can also set up or use the new security system.

"Our Axis network video solution delivers extreme image quality at exceptionally low bandwidth. So we get crystal clear images that we can access from wherever we are. This helps us enhance security and make better use of our manpower resources, both at tradeshows and in our offices."

Ken Ng, General Manager, Christelle Limited.

Moving to fully digital IP-Surveillance

Given the high value of its products, Christelle needs a reliable surveillance system to provide a high standard of security and a safe working environment for staff either in its offices and or in the more than 30 tradeshows it attends around the world each year.

When General Manager Ken Ng decided to upgrade the company's surveillance capabilities, he wanted an efficient and easy-to-use system that would deliver the best possible image quality and improve efficiency in both of these environments.

"We had been using CCTV cameras with a digital video recorder at the backend. However, this system did not provide the image quality necessary to properly monitor high-value pieces of jewelry and this put additional pressure on our security team. The technology was also fairly maintenance-intensive and did not allow us to access our security images via the Internet," he explains.

Keeping a close watch on small, high-value goods

Selecting a system from Axis Communications, the world leader in network video solutions, Christelle first installed a network of about 20 AXIS M3011 and AXIS M3014 Network Cameras and wireless AXIS M1031-W Network Cameras at its Hong Kong headquarters. Each of these cameras offers superior video quality to dramatically improve image resolution—from 352x288 pixels with the CCTV system to 640x480 pixels for distortion-free images and much smoother motion.

Christelle also deployed the powerful AXIS Camera Station IP-Surveillance software to allow it to simultaneously monitor all of its networked cameras from a single PC and access the system remotely.

The H.264 compression available with all of the innovative Axis network cameras complements the capabilities of the surveillance software. It means that surveillance images of very high quality can be transmitted for viewing and storage using minimal bandwidth, either to computers on the corporate network or securely over the Internet. Christelle personnel can even use their 3G smartphones to view real-time and archived images from an individual location or single camera.

Fast deployment and unobtrusive design

With Axis playing a major role in the deployment, the system was up and running in Hong Kong within two months. At tradeshows, the Axis system is easily set up by the sales staff manning the booth—no technicians are required. In keeping with Christelle's sophisticated image, the cameras are also all very unobtrusive. The ultra-slim profiles of the AXIS M3011 and AXIS M3014 make them difficult to spot and the compact AXIS M1031-W features passive infrared sensors for detecting movement in the dark and a white LED that activates automatically at an event or as requested by the operator.

Ongoing benefits and major cost savings

While tradeshow loss prevention is the most dramatic benefit of the Axis system deployment, Christelle has also achieved considerable cost savings – it has now deployed the new Axis security solution at its offices in Los Angeles and New York, with plans to use it in other overseas locations.

"The productivity of our security personnel has increased by around 100%, and this has allowed us to reduce the manpower we need on the night shift. At the same time, the system is much more reliable and easy to operate and so administration and maintenance are down 50% as well," says Ng.



Christelle

