

A shopping mall transformed by technology.

The Unicentro Medellín Mall upgrades its facilities with state of the art equipment and Full HD video surveillance technology.

**Organization:**

Unicentro Medellín Mall

Location:

Medellín, Colombia

Industry segment:

Retail

Application:

Safety and security

Axis partners:

E5 S.A.S., Anixter

Mission

The Unicentro Medellín Mall has been in business for almost 25 years and for the entire time has been relying on a basic analog video surveillance system operated from a very small control room. But given that the population of the city increased from 1.6 million in 1993 to 2.7 million in 2012, growing security needs required a technology upgrade in order to keep pace. A daily increase in visitors convinced administrators to undertake an investment of approximately \$6.4 million, representing the start of a major renovation.

Solution

Unicentro Medellín chose to work with tech integrator E5 S.A.S. – an Axis partner – who was in charge of the renovation effort. The project required the implementation of a modern security system that included 164 Axis network cameras.

The types of cameras installed were anti-vandalism AXIS P3364-V Network Cameras, AXIS P3354 with Lightfinder technology (enabling color rendering in the dark), AXIS P1357-E (with full HD resolution), AXIS P5522 and AXIS Q6035-E Network Cameras. Access control, lighting, as well as fire detection and suppression systems are all integrated into the building management system.

Result

The upgrade has transformed the Mall into one of the most innovative, fresh and unique business ventures in Medellín. In addition, the teams were able to optimize response time to any incidents, improving security for mall patrons as well as the entire complex.

“We feel that we have complete backup as a result of the equipment acquired for this project. Axis Communications has provided us with the best in terms of guarantees, in addition to complete monitoring and support by E5.”

Robby Nelson Gañan Acosta, Facilities Maintenance Manager at the Unicentro Medellín Mall.

Visit to a security exhibition

The Unicentro Medellín Mall is surrounded by university and tourist activity. It became immediately popular upon its opening in 1991 and soon transformed the area into one of the most visited in the city, which today consists of over 270 stores. The analog video surveillance system initially installed could not sufficiently handle the growing mall's needs, in addition to those of an expanding Medellín - the second-most crowded urban center in Colombia. The outdated system was unable to capture the level of scene detail required for the area, left parts unprotected and was unable to provide sufficient image quality for identifying suspicious behavior.

For the 20th anniversary of the Mall, management decided to expand its facilities and undertake a renovation of the structure in order to serve the growing increase in local, domestic and international visitors. This required implementation of a complete solution to ensure security of the property and the well-being of visitors arriving daily.

“We chose E5 S.A.S. to spearhead this project because it is a company known for its support and expertise. Their guidance has been outstanding, they met all of our requirements and they're backed by international brands on all aspects of the project,” says Robby Nelson Gañan Acosta, facilities maintenance manager at the Unicentro Medellín Mall.

E5 compiled an analysis of the equipment proposal for Unicentro Medellín and along with management reviewed particular performance measures in order to ensure full functionality and capacity of the system. “We were visiting Colombia's largest security trade show and, upon entering Axis Communications' booth, we demonstrated the features of the equipment, the image quality, and all the capabilities that could be developed by accessing the intelligent systems in the cameras,” says César Mauricio Ospina, E5's Director of Technology Convergence.

Buying security

With the new system, Unicentro Medellín is able to secure an area of 56,307 m², including all common areas such as hallways, patios and parking lots, among others. The system implemented allows for improved area security while at the same time ensuring the safety of visitors as they come and go. A reduction in response time to emergencies was also achieved.

“The features of the cameras allow for the easy integration of software, and installation and configuration are simple to set up, which enables rapid deployment,” says César Mauricio Ospina, E5's Director of Technology Convergence.

The client cited several reasons for choosing Axis. “We chose to work with Axis because of the functionality and features of their cameras, their customer support, and their reputation for quality and versatility,” details Robby Nelson. In regards to consumer expectations to feel a sense of security while shopping at the Mall, Nelson continues: “This technology has opened up new possibilities that enable us to continue delivering superior security and protection to our patrons.”

Future applications

Among the equipment installed were full HD-quality network cameras. “These cameras were chosen to prepare for the future of the Mall,” explains Robby Nelson. And the future, in retail, is business intelligence. The Mall is prepared for expansion with the ability of the installed cameras to run applications for people counting, and by having access to the equipment's intelligent systems – even for purposes beyond video surveillance.

“Management wants to add video analytics within the next few years that enable the identification of customer characteristics and behavior in critical areas, people counting, slip-and-fall detection, facial recognition and POS ticketing with, above all, the goal of being able to launch various marketing campaigns,” explains Ospina.

