

## Axis raises security in the Le Piazze Center to new heights.

An intelligent end-to-end solution integrating audio/video technology for all-round remote active monitoring.



**Organization:**

Le Piazze Center

**Location:**

Castelmaggiore, Italy

**Industry segment:**

Retail

**Application:**

Safety and security,  
access control

**Axis partner:**

Koinos

### Mission

Le Piazze is an extensive open-air shopping centre on the outskirts of Bologna that was built in 2010 by Unieco and recently renovated with the aim of enhancing the entire complex. Part of this relaunch project was the need to render the old video surveillance system more efficient, as it had proven to be ineffective in a number of infractions.

### Solution

The security company operating in Le Piazze, Servizi Sicurezza Italia, and Koinos, the multiservice company for the Centre and technical partner to Axis, have opted for an Axis end-to-end solution comprising of a complete system of video cameras, radar and audio (all online), managed remotely thanks to the software platform AXIS Camera Station.

This open and flexible system, a result of collaboration with Koinos, integrates a range of Axis technologies in order to reduce the high costs of physical patrolling and provide the possibility to conveniently intervene with audio messages in order to discourage attempted theft and unauthorised access.

### Result

This integrated audio-video solution has raised the surveillance system at Le Piazze to a new level of technology, reducing the costs related to physical patrolling. The Axis end-to-end solution is a proactive system capable of managing security in complex areas characterized by high levels of traffic in an efficient and fully remote manner, thus preventing incidents, helping to manage emergencies and discouraging threats.

**“An integrated video surveillance system that immediately reports the presence of unauthorized persons with pop-up messages sent to the surveillance company. It also offers an audio function that, by using speakers to send messages or raise alarms, acts as a deterrent for potential intruders. I think that this is the most efficient tool for a large open-air shopping centre like Le Piazze.”**

Marco Ughini, Unieco.

### How Axis has satisfied the needs of Le Piazze

“The end-to-end video surveillance solution proposed to the client has been created and designed predominantly to respond to the main requirement of security in the structure, as well as the client's need to eliminate costs regarding physical patrols and centralise the entire management and control of the system remotely. As this is an open and flexible system, it can easily evolve in future, gaining further functions in response to the emergence of new requirements related both to the protection of public health and for commercial reasons, such as the improvement of the customer experience,” stated Simone Biancardi, Sales Account Manager for Axis.

Following an initial upgrade phase for the existing system, which included 25 video cameras monitoring access to the structure and car parks, the areas covered by video surveillance were extended to include areas that were previously not identified as of prime importance, such as the refuse collection area, ramp access and pedestrian areas.

The choice was made to include audio capabilities, which are particularly strategic in an open-air shopping centre such as Le Piazze, associated with radar or the anti-intrusion application AXIS Fence Guard. When these, positioned in the vicinity of access points, report unauthorized access to the operations centre, the personnel on watch can – according to the situation – decide whether to address the intruder live or play a pre-recorded message. This function is particularly useful, for example, in advising people that go window shopping at night in the centre when it is closed. A system of notifications also helps to reduce the number of false alarms.

Furthermore, the integration of the audio component into the network video surveillance system has led to a strategic change, contributing to transforming a passive system into a proactive instrument. By broadcasting either live or pre-recorded messages, undesirable events and emergency situations can be prevented and managed.

This is an intelligent solution that has led to a drastic reduction in costs, both due to the reduction of false alarms and the elimination of physical on-site patrols”, explained Marco Ughini from Unieco.

The professionalism of our partner Koinos and the collaboration with Axis allowed the creation of an integrated video-surveillance system that is easy to use, fully centralised and managed remotely, with the addition of audio functions guaranteeing increased levels of security in the structure.



“The scalable nature of the solution, and therefore the possibility for expansion, as well as its high level of integrability with new components offering differing functions, represents the true added value of this system that we have been able to guarantee the client, thanks to the excellent teamwork with Axis,” says Luca Gorini, Managing Director Koinos.

**Le Piazze**  
CENTRO COMMERCIALE

**Koinos**

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