

Shopping malls.

Case study book.



“We want our customers to come in and have an enjoyable shopping experience. That means getting in with no issues, finding a car parking space, picking up a shopping trolley and enjoying their visit in a safe, friendly and clean environment.”

Bartosz Mieszala, Center Manager of
Douglas Village Shopping Centre, Cork, Ireland.

Over 700 Axis cameras installed at Belgorod's largest shopping and entertainment center.

GRINN Corporation and IT Center LLC jointly selected Axis cameras to provide security at the MegaGrinn shopping and entertainment center in Belgorod.



Organization:
GRINN Corporation

Location:
Belgorod, Russia

Industry segment:
Retail

Application:
Safety and security

Axis partners:
IT Center LLC, ITV

Mission

During the construction of a new shopping and entertainment center, the developer had the task of ensuring security not only for the facility itself, but more importantly for the future customers and tenants. The core of an integrated system needed to consist of an IP video surveillance system with cutting-edge features. The key objectives were continuous monitoring of shopping and entertainment center halls, surveillance of storefronts, and monitoring of store cash register areas.

Solution

The set objectives required high image detail, while the size of the facility required a large number of various types of cameras; this, in turn, required smart algorithms to reduce loads on both security system operators and video surveillance system network resources.

Based on these assumptions, GRINN Corporation technical specialists tested cameras from various manufacturers on exhibition stands from IT Center, and selected a series of Axis network cameras integrated with Intellect software. The key selection criteria were not only high reliability and dependability of equipment and software, but also the wide spectrum of features needed by the client.

Result

Careful work resulted in a single IP video surveillance system for all the client's facilities. Data from all video cameras stream to the operator post, providing continuous monitoring of the entire shopping and entertainment center grounds. The smart component of the video system significantly reduces the required number of security system operators compared to systems of previous generations.

“We tested cameras from many manufacturers, but only Axis cameras provided us with the necessary image quality and reliability. Axis equipment does a great job of handling the workload even under worst-case conditions, and thanks to the highly qualified specialists from IT Center LLC, we have at our disposal a reliable system that allows us to achieve a wide range of objectives.”

Viktor Yazvinsky, GRINN Corporation Communications and Specialized Technology Manager.

Facility characteristics

The Mega Grinn shopping and entertainment center, built and opened in 2013, comprises 168,000 square meters and is the largest shopping and entertainment center in Belgorod. Much of the center's space is dedicated to customer recreation: a huge amusement park for the entire family; a children's play and exercise center; a six-screen movie theater for 1,200 viewers with cutting-edge digital movie equipment and 3D-Auro sound systems; a bowling alley with 26 lanes; a regulation-size Olympic ice hockey rink; "Chasy" night club; a billiard club with 26 tables; a karaoke club with two halls; a food court with six operators; three themed restaurants; and many cafes and bars.

Camera selection

A facility with so many functions always requires an integrated approach to video surveillance. The large number of customers and employees, delineation of access areas, changing lighting and contrast – these are just a few of the many factors the installer must consider. Around 700 Axis cameras were installed within the site. AXIS P3344 Network Dome Cameras were selected for surveillance of shopping areas; these cameras ensure sufficient oversight, and they also blend in well with the stores' interior decor. Monitoring of cash register operations, which requires high detail, was organized using AXIS P1344 HDTV Network Cameras. The "main force" at multiple entertainment sites consists of over 300 AXIS M1114 Network Cameras. Security for the parking lot required more resilient solutions, both in terms of climate and the human factor, so vandal-resistant outdoor cameras were selected: AXIS P3346-VE fixed dome cameras and AXIS M3114-VE discreet, compact cameras. The impressive operating temperature range (from -40 °C to 55 °C for AXIS P3346-VE and -20 °C to 50 °C for AXIS M3114-VE) make them irreplaceable for Belgorod's harsh winters.

Infrastructure solutions

700 cameras generate an enormous amount of information, so a dedicated fiber optic cable infrastructure was developed to transfer video data. Video data are processed by 12 DELL PE R720 servers (2 CPU E5-2643/32G/3*300G SAS/Win 2008 Server). Memory is provided by a DELL PV MD 3260i + MD3060i system with a total of 360 TB of memory. The network is built on 4 DELL PowerConnect 8024 switches (24*10 Gbps); DELL PowerConnect 3524P and 3548P switches were selected as floor switches. The operator post is equipped with 20 DELL Precision T3600 graphic stations using DELL OptiPlex PCs with Intel i7 and i5 processors.

Software selection

Operation of such a huge system requires not only integrating video surveillance from the entire complex, but also significantly automating processes in order to minimize the human factor in surveillance and reduce the number of operators required. Intellect software was selected, with help from IT Center specialists. It was exactly what was needed: broad scaling capabilities, convenient interface, high analytical capacity, compatibility with Axis equipment, and continuous manufacturer support – the competitors never stood a chance.

Project outcome

The video surveillance system has become an irreplaceable tool for both the security service and the GRINN Corporation management. The user interface can (with the corresponding access) create ad hoc queries to the archive to obtain precise access to times, events, or facilities, which greatly simplifies and accelerates resolution of incidents. Smart video signal processing optimizes the surveillance process and greatly reduces the workload of security service personnel, which has a positive effect on the quality of their work.



Axis provides a safe haven for Cape Quarter Extension shoppers.

Plush new shopping mall opts for discreet, quality surveillance.



Organization:

Cape Quarter

Location:

Cape Town, Western Cape, South Africa

Industry segment:

Retail

Application:

Shopping center and parking lot surveillance

Axis partner:

MeyCom, DSE Group, Visec International

Mission

Cape Quarter prides itself on being 'the only place to be in Cape Town'. As a one stop destination for sumptuous restaurants and unique lifestyle shops, Cape Quarter offers visitors a chance to indulge in some retail therapy in the splendor of this architecturally superb shopping mall. In an environment such as this, the safety and security of patrons and tenants is essential. Cape Quarter Property Company (Pty) Ltd. contracted the services of security consultant, Nigel Versfeld of Diversified Security Engineering, to provide a fail-safe security solution.

Solution

Nigel enlisted the assistance of Visec International CEO, Gary Scagell, whose keen understanding of a meticulously conceptualized surveillance solution was instrumental in drafting a comprehensive tender document. Several prospective installers were evaluated in terms of their technical knowledge and pricing structures before MeyCom was awarded the security tender.

MeyCom, an ISO9001-accredited security contractor specializing in the installation, management and servicing of turnkey projects, was advised at tender stage that Axis network cameras had already been identified as the product of choice. "A project of this size and scale demands an established, proven brand," remarks Nigel.

Result

On a daily basis, the control room is responsible for dispatching patrollers to investigate people loitering nearby the ATMs, harassing shoppers or generally displaying suspicious behavior. They are also able to monitor parking lot activity; this enables security personnel to record incidents that have resulted in damage to property or vehicles. The Axis network cameras are able to maintain a presence even when security personnel are not physically present.

“The Cape Quarter is a very open and exposed building, and without the cameras it would be impossible to ensure that it remains a safe and secure environment.”

Joanne Boswell, Facilities Manager, Pyramid Property Management.

Discreet but effective

Cape quarter’s design, best described as ‘Cape Malay architecture’, remains true to the original inhabitants of this area, paying homage to Cape Town’s colorful heritage, even going so far as to preserve the early authentic architecture and incorporate it into the development. This type of attention to detail and careful planning is maintained in the selection of a surveillance solution.

In a retail application, network cameras not only have to be able to offer a quality, high resolution image but also ensure that these images are available from an inconspicuous, discreet source. The AXIS P3301 Fixed Dome Network Camera was chosen for these attributes. With its tamper-resistant, unobtrusive and compact design, AXIS P3301 is ideal for surveillance in exposed indoor environments.

AXIS M3011 Fixed Dome Network Camera, specifically designed for recessed mounting in drop ceilings, is another perfect fit for this installation. Measuring a scant 9 centimeters in diameter and with barely 3 centimeters sticking out of the ceiling, AXIS M3011 is still capable of high performance surveillance.

AXIS P3343-VE Fixed Dome Network Camera, used to secure the perimeter of the shopping center, offers day/night functionality and a weather-proof casing suitable for all weather conditions, including those ‘four seasons in one day’ characteristic of Cape Town.

Covering all of the bases

The surveillance solution is configured in such a way that all entry/exit points and internal walkways throughout the center, as well as stairwells between the levels, are monitored, allowing authorized personnel to track the progression of suspicious individuals as they make their way through the building.

All of the network cameras, including the 32 analog cameras from the adjacent Cape Quarter development, are monitored by Orbis Security Solutions using Visec Platinum Plus Management Software.

The superior resolution of the Axis network cameras ensures that security personnel are able to identify potential risks and respond accordingly. “The initial expense of a first-class surveillance solution is soon deemed inconsequential as the benefits of the equipment become evident and the investment begins to pay-off in terms of thwarting crimes and keeping shoppers safe,” says Nigel.

A complete solution

With the Soccer World Cup rapidly approaching, South African host cities are gearing up for an unprecedented influx of tourists. Activities that give visitors a chance to experience the uniqueness of the country are destined to draw large crowds. Cape Quarter, with its convenient offering of high fashion, exclusive furniture, fine dining and distinctive arts and curios, is certainly one of these destinations. Axis network cameras, ultra-discreet, but infinitely efficient, ensure that tranquillity is the lasting impression created by this superb development.

Network challenges

The challenge of fully integrating various panic alarms with the Axis network cameras and ensuring that the network is suitably configured for streaming images to the control room and local NVRs was addressed via significant cooperation between Axis Communications, MeyCom, Visec and Diversified Security Engineering.

Gary Scagell, CEO of Visec International, together with several of Visec’s development engineers, Jacques Blommaert, MeyCom’s Senior Project Manager and Diversified Security Engineering’s Nigel Versfeld, faced the daunting task of presenting an end-to-end solution that could showcase the superb performance of both the network cameras and the software.

“The success of this particular installation was largely due to the tremendous input from all of the parties involved and the superior quality of the products utilized,” remarks Andrew Briton, Director of MeyCom.



Casting a protective eye over shoppers, diners and movie-goers.

Golf Mill Shopping Center deploys analytic surveillance system for patron safety and thwarting insurance fraud.



Organization:
Golf Mill Shopping Center

Location:
Niles, Illinois, USA

Industry segment:
Retail

Application:
Real-time monitoring,
activity analysis

Axis partner:
Secure Integrations

Mission

With the addition of exclusive restaurants, a multiplex movie theater, an off-track betting facility and a 24-hour fitness gym, Golf Mill Shopping Center in Niles, Illinois, felt that the increase in visitor and vehicle traffic warranted additional security measures. The mall management company, General Growth Properties, in tandem with the owners of the retail complex, decided to deploy a sophisticated video surveillance network that would proactively protect merchants and patrons throughout the million square feet of retail space and 89 acres of parking.

Solution

Without an existing cabling infrastructure in place – and no desire to incur the high cost of tearing up floors to hard wire a system – the complex needed someone to approach the mall surveillance solution from a different perspective. They hired Secure Integrations, a Des Plaines, Illinois surveillance and security integrator, to design and

implement an array of Axis Communications network cameras that could communicate over a multi-node wireless mesh network.

Result

Mall security officers monitor the cameras from a central station as well as view the video feed on individual PDAs as they patrol the facility on their regular rounds. The multiple network cameras overtly mounted both inside and outside the mall have proved an excellent theft deterrent. The video footage has also been instrumental in thwarting fraudulent insurance claims and enabling staff to respond quickly to incidents and emergency situations. With the addition of video analytics software, the mall management company monitors patron traffic patterns at every entrance into the complex and uses the data for marketing purposes.

“The Axis cameras deliver crystal clear images even when there’s a high degree of motion, so mall security personnel can accurately assess the situation before responding.”

Eugene Szatkowski, president of Secure Integrations.

Putting safety first

Secure Integrations installed 50 Axis network cameras to keep a watchful eye over a broad area that includes 120 specialty shops, four department stores, as well as after-hour venues such as restaurants and movie theaters, off-track betting and fitness centers, plus 89 acres of parking. The cameras are connected wirelessly over a Firetide mesh network to a central security office in the mall. Mall security officers can also access the video stream of any camera in the complex on their handheld PDAs as they traverse the property. The system also gives local police patrolling the area in their cruisers the ability to call up camera views of mall activity through a secure network access.

In addition to providing high-resolution images, the Axis network cameras feature embedded analytics for motion and audio detection as well as tampering alarms to alert security officers to situations that require their attention. For the interior locations, Secure Integrations chose AXIS 216FD Network Cameras for their compact design and vari-focal lens and AXIS 214 PTZ (pan/tilt/zoom) Network Cameras for their ability to operate in low light. For the exterior locations, the integrators chose AXIS 214 PTZ for their day-night light range, AXIS 225FD Network Dome Cameras for their ability to withstand inclement weather and tampering, and AXIS 233D Network Dome Cameras for their superior optical and digital zoom in monitoring the wide expanse of mall parking lots.

Another advantage of this wireless configuration is its flexibility. If any part of the network needs to be relocated, the node and the Axis camera can be moved and reinstalled in less than a day.

Going beyond security

Golf Mill owners have been quick to realize a value from their surveillance system that extends beyond safety and security. “Our wireless network video surveillance system has been a great asset for our tenants and patrons,” said Michael D. Williams, senior general manager at General Growth Properties. “Whatever the situation – someone slipping and falling, shoplifting, or unusual traffic congestion – our security staff can respond quickly and proactively.”

While surveillance footage can be used for counting people to detect loitering and potential criminal activity, it can also provide customer traffic patterns to event planners and coordinators that can help them improve the success of their programs. Documenting traffic flow also helps management sell future tenants on leasing space in the mall.

Surveillance footage not only assists tenants in loss prevention, it helps law enforcement secure convictions for criminal activity. Typically video footage is stored for 30 days, but any time an incident takes place the evidence remains catalogued for up to two years. Digital storage of footage makes it is easy to e-mail and distribute the video when needed.

Since the installation of the wireless network video surveillance system, Golf Mill has already experienced a decrease in fraudulent insurance claims and petty theft. Security personnel and event planners have become better at managing crowds. And tenants and patrons have expressed a greater feeling of safety, especially in the new recreation and nightlife environments added to the complex.

The Golf Mills surveillance system stands as one of the largest wireless security networks in a retail environment. “Using cable and analog CCTV cameras would have cost at least three times as much in a retail space of this size,” explained Eugene Szatkowski, president of Secure Integrations. “Not only would we have had the expense of ripping up newly installed floors to lay network cables, but a wired system would have required us to install multiple digital video recorders around the mall. Axis network cameras connected to wireless mesh nodes and access points provide a cost-effective and flexible alternative.”



Shopping center invests in megapixel cameras and improved surveillance.

Luxury venture in southern Brazil uses high-quality images to provide customers with security inside the building and in the parking lot.



Organization:

Pátio Batel

Location:

Curitiba, PR, Brazil

Industry segment:

Retail

Application:

Loss prevention, safety and security

Axis partners:

Jugend, Milestone

Mission

Security is a major concern among shopping center patrons in Brazil, yet camera quality is not always up to the task of meeting these needs. When designing Pátio Batel, an upscale shopping center in Curitiba, in the state of Paraná, the Soifer Group opted for high-reliability cameras with excellent image quality.

Solution

Jugend, a consultant with extensive experience in shopping centers that has worked with Axis Communications on various projects, approved the installation of Axis equipment at Pátio Batel. All three lines of Axis cameras were involved in the installation, from the most affordable to the highest performers – a total of 320 cameras and 14 different models.

Important parts of the setup include the AXIS P3346-VE and AXIS P1346-E Network Cameras, offering Full HD image quality and advanced iris control. XProtect® Corporate software, from Axis partner Milestone, was chosen for image management.

Result

The choice of Axis equipment offers the shopping center operators increased reliability of their video surveillance system, in terms of both image display and storage. The peace of mind for this critical operation means a greater sense of security for shop owners and mall customers.

“The choice to use PoE-powered products makes it easier to reconfigure spaces. Overall, we have full confidence in the fidelity of storage and displayed images, because the solution is designed in a way that offers the assurance of superior operation.”

Cristiano de Moraes Lima, Manager of Technology and Building Automation for Pátio Batel.

Parking facilities

Pátio Batel is a large-scale development. Occupying 20,450 m² of land, it houses 200 operations, in addition to four anchor stores. There are countless accesses, with various forms of internal circulation, involving 7 elevators and 32 escalators. This meant that even the very architecture of the shopping center was a challenge in terms of integration.

The most critical areas were the vehicle entry and exit points, where the shopping center needed superb image quality in order to monitor access to its five-level garage with 2,300 covered spaces. These accesses were a concern because one of them faces Avenida do Batel, a roadway with high vehicle traffic that could not tolerate traffic jams at the mall entrance blocking the roadway. The other access, off Rua Hermes Fontes, experiences very bright sunlight at certain times of the day. This bright light can be blocked abruptly when a car passes by – a common situation in many parking lots.

“The challenge was to use one camera with very fast light compensation speed. Based on a study conducted in conjunction with Axis, we decided on the AXIS P1346-E Network Camera. The camera handles light compensation using software, and it proved to be the best choice,” says Eduardo Wojciechowski, project manager at Axis’s consulting partner Jugend.

But this is not the only model used for vehicle access control. “We chose to work with several models of strategically positioned cameras, achieving complete coverage and ensuring quick staff response when needed.”

Variety of spaces

Shopping centers have specific surveillance needs. The heavy influx of people must be monitored from the moment they arrive, either by car or by pedestrian access. With a high volume of data traveling on the network, good database management is a necessity, and above all, fast and efficient video information search capabilities. The Pátio Batel shopping center handles all this through cutting-edge solutions.

There are cameras covering the main entrance, technical areas, the food court, and access to ancillary areas such as bathrooms, baby changing facilities, the “teen space,” senior bathrooms, the information desk, and more. Some of the M-line models used include AXIS M3204 and AXIS M3014. From the P-line, the solution uses AXIS P3344, AXIS P3346-VE and AXIS P1346-E. AXIS Q6034-E Network Cameras from the Q-line were also installed. “The correct placement of each camera contributed to the creation of an efficient design,” says Cristiano de Moraes Lima, for Pátio Batel.

Milestone’s XProtect® Corporate platform was selected to manage all 320 cameras. “Only major video management and storage solutions can offer this kind of reliability and efficiency in a system like this one,” notes Giovanni Ferraz, Channel Business Manager – Brazil at Milestone. The video wall located in the control room uses the XProtect Smart Wall Base License specifically.

The shopping center’s network assets are balanced for optimal performance of the video surveillance systems, with scalable redundant uplink throughput. “The right specifications for products such as cameras, switches and storage arrays required extensive deployment studies,” acknowledges Cristiano de Moraes. Bandwidth was carefully defined, from the camera through storage, making Pátio Batel an example for other newly built or expanding shopping centers.



Construction project monitoring
During mall construction, an AXIS P1343 Network Camera was used to monitor the project from the beginning. Construction site surveillance can reduce material losses, control the entry and exit of employees and offer progress updates for shareholders or tenants in real time.



Serving up security.

Food courts use Axis products to deter theft.



Organization:
Springfield Food Court

Location:
USA

Industry segment:
Retail

Application:
Safety and security,
remote monitoring

Mission

To combat theft and scams, the Springfield Food Court, Inc. (SFC) needed a security system that would allow senior management to easily monitor large food court areas dispersed throughout several states. The SFC needed a solution that would give it the ability to view operations at each of its remote locations.

Solution

The SFC installed five Axis video servers and 22 cameras with pan, tilt and zoom capabilities to upgrade and expand its security system in two of its seven locations. The video servers, which digitize images from analog cameras, transmit images to a secure web page where management can access them with a user name and password.

Result

The cameras and video servers now provide SFC's management with images from nearly every area of the food courts, 24 hours a day, via the Internet. The SFC's senior management is saving about 25 percent of its time in monitoring customer and employee misconduct, and the company has been able to reduce losses by tens of thousands of dollars per year.

“The Axis system has easily paid for itself in its first year of operation.”

Sean Grogan, Vice President, SFC.

Catering to a tall order

The Springfield Food Court specializes in the development and management of food courts around the country, specifically for shopping malls, hotels, office buildings and other commercial locations. Because the company generates a high volume of sales in heavily traveled areas, it is essential for the SFC to keep a close watch over its businesses and operations.

The company wanted a cost-effective yet efficient security system for monitoring various areas of the food courts. The SFC installed Axis network cameras with pan, tilt and zoom capabilities so that a larger area could be monitored with just one camera. In addition, managers, administrators and security divisions were all given access to the images for security and surveillance applications.

“We have been very impressed with the efficiency of the system,” said Sean Grogan, vice president of the SFC. “Images are easily accessible to all of the SFC’s managers, no matter where they are located, and locating archived digital video takes seconds as opposed to spending hours searching through video tapes.”

Fast savings

With the Axis video servers in place, the SFC can monitor disparate areas of the food courts in real time. Everything from deliveries to inventories to cash transactions can be monitored simultaneously, making the processes more efficient. In addition, the entire system cost the company less than \$30,000 to be fully installed in both locations and has saved the SFC thousands of dollars a year across a wide variety of business operations.

“The cost savings is beyond calculation,” Mr. Grogan said. “Not only have we regained time lost to monitoring the facilities, but we also have to consider costs saved from reduced theft and higher employee productivity. The Axis system has easily paid for itself in its first year of operation.”

Because the system proved to be the most manageable and cost-effective security and surveillance solution, the SFC is currently working to install cameras and Axis video servers at the remaining five locations.



Incheon Gyesan Market prevents theft and increases sales with Axis IP surveillance.

South Korean traditional market uses PTZ network cameras to ensure a safe shopping atmosphere.



Organization:
Gyesan Market

Location:
Gyeyang-du, Incheon,
South Korea

Industry segment:
Retail

Application:
Remote monitoring,
loss prevention

Axis partner:
Tawoo Digital
Communications

Mission

Opened in 1982, Gyesan Market of Incheon is the representative traditional market of Gyeyang-gu, which comprises over 240 stores dealing food, clothes and other miscellaneous goods. In order to revitalize Gyesan Market, Incheon city promoted the construction of convenient facilities such as arcades, road pavements, and water pipe repairs as well as the modernization of systems by introducing a network-based video surveillance system. The mission was not only to prevent theft, but also to promote the market's modern facilities and high-tech security solution to increase sales.

Solution

When considering modernization of its traditional market, Gyeyang-gu examined the solution in place at a similar traditional market, the Gajwa Market in Incheon, which was using an analog-based surveillance system. Gajwa Market was experiencing the shortcomings of the analog system in place, with limitations in remote monitoring, maintenance and future system expansion.

After thorough inspection of various solutions and comparative analysis, Axis' partner Tawoo Digital Communications recommended introducing a network video system.

Jo Ji Hwan, chairman of the Association for Store Development of Gyesan Market, who had also promoted this project, revealed the reason why Axis was selected: "The Axis network video system provides clear high-resolution images compared to analog systems, and enables monitoring regardless of time or location; a convenient solution which is not offered by low-price analog DVRs. Also, we opted for the Axis solution because the system is easily maintained and can be expanded in the future by just adding network cameras - without requiring additional cabling."

“The introduction of network video surveillance solutions, which is a part of a project to modernize traditional markets, has brought about not only direct effects in preventing burglary incidents, but has also raised the image of Gyesan Market as a modern market, which has led to increased sales.”

Jo Ji Hwan, chairman of the Association for Store Development of Gyesan Market.

AXIS 214 PTZ Network Cameras were installed to monitor over 240 stores located across an area of 14,016 sqm. The network cameras are located in all passages of the arcade, with consideration of the traffic line of owners and customers, while the video management platform is installed on workstations within the customer support center. Supervisors operate the system by utilizing the guard tour function of network cameras, allowing them to monitor the scenes with just a few cameras.

Result

Before the introduction of Axis network cameras, there were no integrated systems managed centrally, meaning that each store had to use their own, usually low-cost, analog DVR solutions separately. In most cases in which these solutions were used, the low image quality made distinguishing objects difficult. Such systems also required large amounts of manpower input each time, as no connections existed between these systems. After introducing the Axis products, integrated video management solutions were arranged in the customer support center, which reduced manpower by half and enabled relocation of 70% of staff in the marketplace. Without the need to manipulate the PTZ function manually each time, the guard tour function also enabled use of staff where most needed.

Um Dae Suk, CEO of Tawoo Digital Communications that installed the video surveillance system for Gyesan Market remarked, “In the actual work site, there still isn’t enough recognition of network cameras so when referring to video surveillance solutions, many will bring up analog cameras or DVRs. But after deploying the IP-based system, mindsets changed. The initial cost for an analog system seems more economic at first but when considering the overall efficiency, quality, management convenience and scalability, the network video solution is the optimum choice we can make.” In addition, Mr. Um said, “When taking into consideration the quality and stability of the product, Axis network video solutions, which are renowned worldwide, can be confidently recommended to customers.”

Transformation into a market providing a safe and convenient shopping atmosphere

As the modernization project of arcades, road pavements and expanding convenient facilities is completed successfully, Gyesan Market, which was considered as a traditional market, can now provide cleanliness and convenience just as a large shopping center does. Also, the Axis network cameras and real-time video monitoring have been promoted externally to provide a secured environment for customers. Publicity for a thorough video surveillance system management has been intensified and has helped in bringing conspicuous declines in burglary incidents, previously frequent. There was also a case in which a criminal could be arrested by providing stored video data to the police, after being alerted that the criminal was last spotted at the Gyesan Market.



Virtual eyes improve customer experience at Douglas Village.

IP surveillance system enables Irish shopping center to improve the quality of its services to shoppers and tenants.



Organization:
Douglas Village Shopping Centre

Location:
Cork, Ireland

Industry segment:
Retail

Application:
Safety and security, merchandising and operations

Axis partners:
Masterclass Security, RPC Consultants, Milestone

Mission

The complete renovation of one of Cork's largest shopping centers gave Douglas Village the perfect opportunity to reconsider its surveillance requirement. It wanted a system that could assist with the day-to-day management of the busy shopping center and to ensure health and safety levels were maintained at all times. The management team's ultimate priority was to provide a safe and secure environment for its tenants and customers and a new surveillance system would certainly enable this.

Solution

Douglas Village's owners, Shipton Group, consulted with Axis' partners Masterclass Security and RPC Consultants to design and install a new IP-based surveillance system which in addition to being used for security purposes could be used to help with the daily management of the shopping center. Masterclass Security turned to Axis Communications to provide 180 cameras both internally and externally which include AXIS 233D, AXIS 216FD and AXIS 216MFD Network Cameras.

Milestone XProtect® Enterprise 5.6F video management system is used to manage, store, record and view footage from the cameras.

Result

One of the IP-based surveillance system's first purposes was to oversee the building work during the center's refurbishment. The cameras were used to ensure that the building contractors complied with health and safety regulations and to manage the flow of vehicles in and out of the site. With the refurbishment complete, the system now supports the day-to-day running of the site e.g. managing traffic flow as visitors arrive and keeps watch on the emergency exits to ensure they are kept clear at all times.

“Axis’ network cameras were the best we could find and completely met our needs in terms of images quality, openness and flexibility. They are also incredibly easy to deploy in any location and integrate with Milestone XProtect® Enterprise.”

Richard Cronin, director, RPC Consultants.

Virtual eyes improve customer experience at Douglas Village

Douglas Village Shopping Centre is situated in the heart of Douglas, in Cork, Ireland. Following extensive renovation it has grown in size from 90,000 to 230,000 square feet. It is now Cork’s largest shopping destination and boasts 113 shops, 2,000 car spaces, a multi-screen cinema complex and a large variety of pubs and restaurants.

The center’s refurbishment offered its owners the ideal opportunity to review their surveillance requirements. The management company wanted a system that could tackle a number of issues beyond what its existing CCTV security system was capable of, with its main priority being to provide a safe and secure environment for tenants and customers.

Management tool

Douglas Village’s owners, Shipton Group consulted with Axis’ partners Masterclass Security and RPC Consultants to design and install a new IP-based surveillance system which could be used to help with the day-to-day management of the shopping center as well as to provide security and surveillance. The system’s equipment was sourced from Anixter distribution.

Masterclass Security turned to trusted partner Axis Communications to provide the cameras covering the corridors, emergency exits, public areas and car park. Milestone XProtect Enterprise 5.6F video management system is used to manage, store, record and view footage from the cameras. The new IP-based surveillance system was deployed in stages and during the center’s refurbishment phase was used to help ensure that the building contractors complied with health and safety regulations and to manage the flow of vehicles in and out of the site. As work on the refurbishment came to a close, roll-out of the IP-based surveillance system was completed with a total of 180 Axis cameras rolled out across the site. AXIS 216FD Network Cameras were deployed internally and externally and AXIS 216MFD, AXIS 233D PTZ and AXIS 216FD Network Cameras were installed specifically to monitor the car parking areas.

Richard Cronin, director, RPC Consultants said, “Axis network cameras were the best we could find and completely met our needs in terms of image quality, openness and flexibility. They are also incredibly easy to deploy in any location and integrate with Milestone XProtect Enterprise.”

Virtual eyes

The IP-based surveillance system now performs a number of functions such as helping to manage traffic flow as visitors arrive at Douglas Village and assist with day-to-day operations, e.g. keeping an eye on the loading bays and ensuring that emergency exits are kept clear and public areas are clean and tidy.

The openness of the Axis cameras combined with Milestone’s open platform architecture has allowed Douglas Village to take advantage of a range of other solutions which enable better management of the center. For example, it has installed an AVD People Counting analytics solution on the AXIS 209FD Network Cameras at the center’s entrances which give accurate footfall analysis, a key metric used by the retail industry. The system is also connected to the center’s access control and intercoms and the car park’s sophisticated, color-coded parking system. All elements of the surveillance system feed into the command center, located adjacent to the car park monitors and give the center’s management team a complete overview and total control.

“It’s like having virtual eyes! It’s about time management and getting the most out of your staff,” said Bartosz Mieszala, center manager, Douglas Village. “If we didn’t have CCTV, we would have to spend most of the day walking around the site and still wouldn’t see everything.”

“We want our customers to come in and have an enjoyable shopping experience. That means getting in with no issues, finding a car parking space, picking up a shopping trolley and enjoying their visit in a safe, friendly and clean environment,” concludes Mieszala.



Axis network cameras at Nailloux Fashion Village.

Nailloux Fashion Village uses Axis Communications' cameras to monitor its shops night and day.



Organization:
Nailloux Fashion Village

Location:
Nailloux, Midi-Pyrénées,
France

Industry segment:
Retail

Application:
Loss prevention, safety
and security

Axis partners:
SupervisionIP, SeeTec

Mission

In the Toulouse region of France, the Nailloux Fashion Village was born of political will to develop the village of Nailloux and the surrounding area. These next-generation factory outlets are a center of attraction, combining luxury with mark-downs, with 80 boutiques covering 22,000 square meters. At the heart of a rural zone with little pedestrian traffic outside of business hours, the complex's security was essential.

Solution

In seeking a modular and unobtrusive solution, the management chose SupervisionIP, a firm specializing in video surveillance systems, because its system corresponded perfectly to the list of specifications that was drawn up – Axis network cameras and a Seetec video management solution provided on short notice.

Result

At the end of September 2011, 38 IP cameras were installed for the official opening of the Fashion Village in November 2011. With a drive for high aesthetics, not one cable was visible. The security staff was trained in running the cameras and in watching the four monitoring screens.

“ SupervisionIP distinguished itself by presenting a solution that corresponded perfectly to our requirements and the layout of the outlet. Beyond that, the team guaranteed us complete support by its very clear explanations, from the project’s definition phase to its implementation; they participated actively in making decisions on installation, in particular on which equipment to choose.”

Mr. Falla, Managing Director of the Nailloux Fashion Village.

Constraints on change and aesthetic needs

Several constraints had to be respected. First of all, the cameras and technology solutions had to be innovative enough to adapt to the fiber-optic network architecture, as recommended by SupervisionIP. Moreover, management was looking for a modular system that could evolve with the layout of the facilities over time. And finally, the unobtrusive nature of the system was an important criterion in order to blend in with the village buildings.

High-performance but unobtrusive equipment

SupervisionIP therefore recommended Axis network cameras and a Seetec video management solution. The teams began working at the site in June 2011 to set up the high-voltage infrastructure and network. The fiber optic cable system turned out to be a significant investment in terms of time and resources, requiring three individuals for two months. Aesthetics were respected – not one cable is visible. SupervisionIP set up several types of HD IP cameras. AXIS P1344-E and AXIS P1346-E Network Cameras were chosen for the outside. These are fixed network cameras with a robust design – resistant to dust, rain, snow, and sun, and functional at temperatures as low as -40° C.

AXIS P5534-E PTZ Network Cameras reside in reasonably priced, advanced domes. Because they do not require any exterior box, these cameras are suited for exterior use. This model allows surveillance of large areas with a significant level of detail, thanks to unique Auto-flip functionality. Surveillance is thus panoramic, covering 360°.

The cameras are used on a daily basis and are connected to the security post of the Nailloux Fashion Village, where the security staff provide monitoring 24 hours a day. The four monitoring screens are divided among the staff. “Today, we are completely satisfied with our equipment. The video surveillance system meets our needs, both from a technological point of view and for us as a user. Our teams can assure the safety of all the sites and will gain in skill and effectiveness as they undergo the training provided by SupervisionIP on using the equipment,” said Mr. Falla.

About Supervision IP – www.supervisionip.com

SupervisionIP offers a large array of IP video surveillance solutions. They can be set up locally, on the customer’s premises, or remotely, with video data stored on shared or dedicated off-site servers, in which case only cameras and network elements are installed on the customer’s site.

About Nailloux Fashion Village – www.naillouxfashion.com/site

Nailloux Fashion Village was born of political will to develop the village and the surrounding area by creating a site that would draw many people. Covering 22,000 square meters, it has 80 boutiques in open-air mall.



Traditional shopping mall installs modern surveillance.

Swedish shopping center, Frölunda Torg, invests in safety and security by installing Axis network cameras.



Organization:
Diligentia/Frölunda Torg

Location:
Gothenburg, Sweden

Industry segment:
Retail

Application:
Loss prevention, safety
and security

Axis partners:
Insupport, EET Nordics,
Milestone Systems

Mission

Frölunda Torg is a shopping center located in the city district with over a hundred shops, restaurants and cafés all under one roof. The shopping center, which is managed by Diligentia, has struggled with problems such as vandalism, gangs and theft. Addici Security was hired to manage operations and provide security guards on foot patrol. The company was also responsible for purchasing a new surveillance system as previously all surveillance was being handled by just a few analog cameras, which could not handle their needs.

Solution

In connection with the renovation of Frölunda Torg, a surveillance system consisting of about 50 Axis network cameras were installed. In the purchase of the system, it was important not only to obtain an open platform, but also good enough image quality to make it possible to identify individuals via the camera images captured. Axis partner Insupport was commissioned to install the network cameras together with "Milestone XProtect® Corporate software" from Axis ADP partner Milestone Systems.

Result

The new surveillance system has been deployed to monitor entrances, large public areas and delivery areas. All images are stored and recorded locally. The high-quality images captured make it possible to identify exactly what has happened in any incident which occurs, allowing the staff to circulate images and identify suspects. After an incident, images from the cameras can also be examined by the police and used as evidence. For the future, Diligentia is considering an addition to their new surveillance package of around 200 of the shops located in the shopping center. If the new installation proves effective, the additional cameras will be connected to the existing central surveillance system.

“ Just like most shopping centers, Frölunda Torg had to take action against shoplifting, intoxicated individuals and rowdy gangs of youths. Therefore, we chose to invest in a solid surveillance system. The property’s manager, Diligentia, chose to invest in security guards on patrol in combination with surveillance cameras.”

Johan Sjökvist, Business Developer Security at Addici Security.

Frölunda Torg – a well-established shopping center undergoing change

Frölunda Torg was opened on September 8, 1966 and was the biggest shopping center in Europe at that time. It cost SEK 80 million to build and took seven years to complete. In January 2007, Diligentia, one of the biggest property companies in Sweden, took over responsibility for managing the shopping center. In connection with the takeover, a major renovation began in October 2009 with the first stage providing 20 new shops and a new food marketplace. The second stage will be completed in 2011 and Frölunda Torg will then contain a total of 200 shops, in addition to the service companies and healthcare center already in place.

Better, more secure surveillance despite fewer staff

During the first stage of the conversion, a surveillance system was installed, half of which consisted of pan/tilt/zoom cameras. The Axis models used in the system are AXIS P5532 PTZ Dome, AXIS P5534 PTZ Dome, AXIS M3204, AXIS P3344, and a number AXIS 209MFD Network Cameras. The cameras automatically record video in the event of motion and sound. In the surveillance center, a guard has access to images from all cameras and can communicate with the guards on foot patrol, who rapidly intervene if required. This makes the solution both cost-efficient and secure.

The surveillance system and the images from the cameras also provide evidence when recalling a sequence of events, and are a good supplement to the security guards. A camera in the designated room where suspected shoplifters are taken has also enhanced the security for both the staff and any suspects who have been apprehended.

“We have higher quality surveillance today despite having fewer staff. Without the surveillance cameras, we would have needed at least two more guards on foot patrol. The camera surveillance and the quality of the images make this possible. The investment in surveillance will be repaid in both the short and long term,” says Johan Sjökvist.

Diligentia is also planning to extend surveillance with Axis thermal cameras for perimeter protection, among other things. These will contribute to incidents being discovered sooner. The company also hopes to prevent vandalism to the buildings.

Facts

The following models from Axis were used for the surveillance of Frölunda Torg:

- > AXIS P5532 PTZ Dome works equally well day and night, even in poor light conditions.
- > AXIS P5534 PTZ Dome has HDTV quality and very high resolution.
- > AXIS M3204 is cost-efficient, small, vandal-proof, has HDTV and is adapted to a retail environment.
- > AXIS P3344 has HDTV quality and works well outdoors.
- > AXIS 209MFD is a compact camera model that is easy to install.



DILIGENTIA



Nine Shopping controls and registers access in real time.

Modern, flexible, and economic video surveillance system enables recording of vehicle access, parking area, and shopping aisles in real-time.



Organization:

Nine Shopping

Location:

Buenos Aires, Argentina

Industry segment:

Retail

Application:

Loss prevention, safety and security

Axis partner:

Cámaras Overnet

Mission

Nine Shopping Center's main activity is commercial; it has approximately 80 tenants distributed in different areas, movie theaters, a food court, and open and underground parking lots. The center operates nearly every day of the year. Monitoring and controlling such spaces during the operating schedule requires an important amount of security staff, which makes this expense difficult to address. Nine Shopping considered it necessary to control and register all vehicle accesses, the parking area and aisles with a modern, flexible, economic, and flexible video surveillance system that would allow them to:

- > Monitor events that affect the security in accesses, perimeters, and parking areas in real-time, with the purpose of obtaining greater protection in critical areas
- > Perform video surveillance in real-time from a central monitoring room and have remote access to images from different locations
- > Have an additional dissuasive element that complements other security systems
- > Access to recorded image files for security audits

Cámaras Overnet executed the project, which was developed in 2010 and proposed a solution with Axis Communications IP video products, both with fixed cameras as well as dome cameras. In each parking area and accesses, they performed a pre-installation study to determine the surveillance points, analyze the current network and the required infrastructure.

Cámaras Overnet recommended several Axis products: AXIS 215 PTZ, AXIS 232D+, AXIS 233D, AXIS Q6032-E, and AXIS M1054 Network Cameras with outside protection. Ariel Salveti, Cámaras Overnet General Manager, explained that "the advantage of choosing Axis is the reliability of the products, the guarantee of up to three years and the image quality." After choosing the equipment, they proceeded with the implementation and commissioning phase, and performed training sessions about the use of the solution.

Solution

“The advantage of choosing Axis is the reliability of the products, the guarantee of up to three years and the image quality.”

Ariel Salveti, Cámaras Overnet, General Manager.

Result

With the provision and installation of Axis network cameras, the Center achieved visual control of the accesses and parking lots and now, all actions occurring in the parking lot and aisles can be recorded. Nine Shopping can monitor events that affect the security in accesses, perimeters and parking areas, perform video surveillance from a central monitoring room and have remote access to images from different locations. Also, cameras become an additional dissuasive element that complements other security systems and the system allows access to the recorded image files when necessary for security audits.

Mariano Nine, Vice-President of Nine Shopping, explained that due to the implementation of Cámaras Overnet and Axis, the company which it represents has obtained an “increase in the control and monitoring of the different areas in an improved and discreet manner. Other cameras have been installed with the main purpose of viewing them via the Internet, which allows us to control the activity and functionality of our managers and employees remotely.”

Future applications

Based on an open architecture, the solution installed by Cámaras Overnet supports new improvements and upgrades. In this sense, three extension stages have been outlined for 2011: installation of cameras in storefronts, movie theaters, and the food court. The Center expects to add approximately 60 cameras in the near future.

About Nine Shopping - www.nineshopping.com.ar

Nine Shopping is located in the Moreno district, at the intersection of the West Highway and Av. Victorica, a privileged zone due to the immediate access to important country clubs, closed neighborhoods, and social clubs that allowed a great increase in the commercial activity. With state-of-the-art architecture, the center was created to meet all the consumer needs of the zone's residents. The Center provides ease of access from different areas of the parking lot and wide traffic aisles covered by glass surfaces to provide a sense of space and natural light.

About Cámaras Overnet - www.camarasovernet.com

Camaras Overnet is a leading company in the industry, formed by professionals from different technology, security, and telecommunication scopes, oriented to the constant innovation of security and monitoring solutions. The company has more than 1500 installed cameras and is an Axis partner, with solutions and services from major technology manufacturers.



E.Leclerc in Fosses switches to IP with Axis.

E.Leclerc shopping center in Fosses chooses Axis Communications cameras.



Organization:

C.C. E.Leclerc

Location:

Fosses, France

Industry segment:

Retail

Application:

Safety and security

Axis partners:

Cisdec, Camtrace

Mission

With a 7,300m² sales area and 250 employees, the E.Leclerc shopping center in Fosses, on the outskirts of Paris, installed its first video surveillance system in 1998. Quality was so poor however, that eventually the images were no longer able to meet police requirements for effective use.

Solution

It was then that Maintenance Supervisor Joël Grisey's attention was drawn to Axis Communications' IP cameras, which were recommended by the experts at Cisdec, the only systems integrator to propose an open system that was accessible on all mobile devices and which used the Axis cameras specifically called for in the specifications.

Result

More than fifty cameras were installed inside and outside the building in such a way that they blend in discreetly, and customers haven't noticed them. A move towards pattern recognition technology is currently being planned.

“Playback to get a license plate used to take 2 hours with the old system. So we urgently needed to update the system in order to ensure optimum store surveillance. Cisdec and Axis Communications successfully addressed this need by providing a quality video feed and the ability to connect to the network remotely using various mobile or fixed terminals.”

Joël Grisey, Maintenance Supervisor of E.LECLERC, Fosses.

From analog to IP

With a sales area of nearly 7,300m² and 250 employees, the E.Leclerc shopping center in Fosses installed its first video surveillance system in 1998.

Eventually, however, the store managers had to face the fact that their obsolete video system no longer met police requirements for effective use. A new video surveillance system had to be found. Joël Grisey, the shopping center's maintenance supervisor selected Axis Communication's IP cameras and turned to systems integrator Cisdec for help. The specifications stated that the system had to be open and non-proprietary, and Cisdec set itself apart from its competitors by being the only one to offer an open system that was accessible on all mobile devices and which used Axis network.

A complete solution

A total of 54 Axis network cameras were installed: AXIS P5534 PTZ and AXIS M3204 inside, as well as AXIS P1347-E, AXIS P1344-E and AXIS Q6034-E outside. "We continue to install new cameras; we pay attention to detail and add them at precise locations. Moreover, installation of the core system had to be carried out at night so as not to bother the store customers, and we are very satisfied with Cisdec since they were able to work successfully within very tight time constraints," Joël Grisey comments.

Viewing the recordings remotely using different interfaces was a system prerequisite that enables the shopping center to work in close collaboration with the police by providing them with material to use in their investigations. The Leclerc establishments liked the open architecture of the CamTrace servers for third-party applications, the adaptive management of the video walls, the intuitive thin-client interface and the mobile applications. Perfectly adapted to Axis Communication cameras and conforming to the ONVIF standard, the CamTrace solution provides Leclerc establishments with level-two support for the entire solution.

"This solution saves us considerable time thanks to clearly superior image quality that no longer makes it necessary to play back video sequences repeatedly like with the old system. This new system will allow our staff to do their jobs more easily," Joël Grisey said.

The Axis network cameras blend in discreetly, and the customers haven't noticed them. Cisdec also had to adapt to the constraints presented by the shopping center, particularly by conserving the old track system, for example.

Satisfied with this new video surveillance system, E.Leclerc is looking into plans to expand it. A pattern recognition solution will also be put into operation in order to keep the store under surveillance and alert the police in the event of nighttime intrusions.

About E.Leclerc – www.e-leclerc.com

With 568 stores and 530 members, E.Leclerc is the distribution leader in France. The retailer earned 43.7 billion euros in revenue (including fuel), which represents an increase of 7.5%. The company's leadership is substantiated by its 18.4% share of the market. This performance is the result of not only a policy adhered to since the creation of the E.Leclerc Movement in 1949, which is to fight for low prices every day, but also a unique economic model based on a participative, co-operative and decentralized organization. E.Leclerc members, who are independent entrepreneurs, share the same mission: to allow everyone to live better by spending less thanks to innovative and responsible initiatives and by offering the lowest prices for comparable quality. As an active presence in local life and in close touch with their environment, these members invest over the long term to make E.Leclerc centers places where their customers' needs are fulfilled and their purchasing power is defended every day.

About Cisdec – www.cisdec.com

Cisdec, an expert in professional IP video solutions integration, is certified and recommended by the largest construction companies on the market thanks to its extensive experience gained over numerous years. CISDEC's work encompasses inspecting, recommending, installing and maintaining video equipment dedicated to security applications. Thanks to its expertise and preferred partners, CISDEC has been able to implement a global solution that meets C.C. E.LECLERC requirements.

About Camtrace – www.camtrace.com

CamTrace is a French company specializing in IP video surveillance. CamTrace servers are distributed by an international network of certified installers. CamTrace provides appliance servers as well as equipment and software.



E.Leclerc 


CISDEC
LE FUTUR DE VOTRE SÉCURITÉ

 **CamTrace**

Axis network cameras enable Douglas Court Shopping Centre to cut slip and fall claims.

Additional benefits include cutting theft, improving customer service and protecting their investment in surveillance infrastructure.



Organization:
Douglas Court Shopping Centre and Shipton Group

Location:
Cork, Ireland

Industry segment:
Retail

Application:
Loss prevention, safety and security, optimized operations

Axis partners:
RPC Consultants, Milestone

Mission

The Shipton Group, which owns and manages Douglas Court Shopping Centre in Cork, Ireland, required a surveillance solution to cut crime, gather video evidence to dramatically cut slip and fall injury claims, reinforce tenants' health and safety obligations and even improve customer experience to deploy support staff more effectively to tasks and locations around Douglas Court.

Solution

The Shipton Group worked with Irish IT consultancy RPC Consultants, a leading Axis partner in the region, to deliver a network video system covering the corridors and emergency exits serving the center's retail outlets, inside public areas and the center's car park. A total of 76 Axis network cameras were deployed across the 13.5 acre site. AXIS 232D+ and AXIS 225FD Network Cameras were deployed externally. The AXIS 232D+ were found to perform well in adverse conditions including positioning on top of 100 foot high poles.

All external cameras were linked to the network via wireless routers. A mixture of AXIS 212 PTZ and AXIS 232D+ Network Cameras were also deployed internally, with all internal static cameras utilizing Power over Ethernet, thereby significantly reducing internal wiring costs.

Result

Shipton Group has almost eliminated slip and fall claims at Douglas Court whilst policing the center's service corridors which also act as emergency exits in case of fire. The new system has also deterred shoplifters - with theft reducing significantly. Local police relations have also improved now that they know they can use images provided by Douglas Court in a court of law because they guarantee identification of those involved. This was not the case with the previous analog-based CCTV system.

“The near elimination of slip and fall claims and clear drop in shoplifting losses at Douglas Court, together with more effective policing of fire escape corridors, all makes for a safer and ultimately more profitable retail center. We are therefore very pleased with the new surveillance system which has definitely delivered rapid return on investment for the group.”

Mr Ted Nolan, Health, Safety and Security Manager at the Shipton Group.

Using IP surveillance as a comprehensive management tool

The Shipton Group was looking for a modern surveillance system which would allow Douglas Court Shopping Centre to tackle a number of issues beyond what their ageing CCTV security system had been delivering. The group's IT consultant RPC was tasked with developing a highly scalable and future-proofed solution to help reduce or eliminate a wide range of business issues including exposure to slip and fall claims; blocking of service corridors which also served as fire exits and needed to be kept clear; as well as positively identifying vandals and shoplifters for prosecution purposes.

Axis delivers higher image quality and the flexibility of an open solution

After piloting both network and analog-based surveillance solutions, network video emerged as the way forward. After testing, Axis network cameras proved the best for image quality, openness, flexibility and easy integration with network video management system Milestone. For example, RPC considered using analog cameras to cover the car parks but found that they would be tied into very expensive proprietary wireless-to-analog devices or face even more expensive and disruptive cabling works through the car parks.

Selecting Axis network cameras meant that RPC could select best-of-breed wireless access point and bridge solutions. Inside the center RPC was able to deliver power easily to selected Axis network cameras through best of breed Power over Ethernet switches, creating additional cost savings.

Extensive video management possibilities

All Axis network cameras were networked with the Milestone XProtect Enterprise 5.6F video management system. The Milestone system provides easy management, storage, viewing and copying of video evidence in case of an event. Images are stored for a total of 150 days at two frames per second, primarily to catch out slip and fall claimants who are entitled, by law, to file a

claim long after an alleged event. Axis also offers an open Application Programming Interface for all its products, VAPIX®, which allows future integration of the center's current stand-alone systems such as people counting and Automatic Number Plate Recognition systems. 76 Axis PTZ and dome network cameras in total were selected and installed across the car parks and through the service corridors and public areas of the shopping center.

Solving specific management issues

Douglas Court's new system helps center management. If overnight security staff capture evidence of blocked service corridors, relevant images are sent by email to the center's manager so tenants can be informed the following morning if they have blocked corridors.

Shipton's senior management at headquarters five miles away can now remotely monitor the center's cameras and use the information to help deploy extra staff in areas where they can best help the customers in busy periods. The group's health and safety management team can analyze whether the center's cleaning crew clears spillages quickly enough to avoid the risk of injury and any resulting slip and fall claims. Security officers can use almost total coverage of the center to track suspect individuals from the central monitoring station rather than physically tailing them in and out of shops. In short, Axis network cameras have helped to deliver a state-of-the-art network video system which delivers multiple management benefits to Douglas Court whilst simultaneously future-proofing the group's investment.





www.axis.com

www.retail-surveillance.com

About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 65,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.