

## Security is golden. Axis video surveillance for the Vicenza Fair.



Organization:  
Vicenza Fair

Location:  
Vicenza, Veneto, Italy

Application:  
Surveillance of trade  
show pavilions

Axis partner:  
SAIV Telecomunicazioni

### Mission

Fiera di Vicenza Spa (the Vicenza Fair) is the most important international trade-fair hub in the gold and precious metals sector. It hosts the three annual events in the international fair calendar in the precious metals sector as well as the 2008 Fiera del Lusso (Luxury Fair). In view of the high importance of the exhibited products and the consequent possible risk, the Fair company wished to equip its building with an efficient and discreet video surveillance system to ensure the security of the Fair itself and its exhibitors.

### Solution

In creating the video surveillance system, Saiv Telecomunicazioni, a system integrator in Vicenza, selected as a partner Axis Communications which, thanks to its wide range of network video solutions, proved to be the only company capable of meeting the security requirements of the Vicenza Fair and the exhibitors at the Fair. In equipping the entire fair hub with an IP-Surveillance

system and also giving the exhibitors the option of creating customized video surveillance systems within their own booths, a total of 30 different network cameras were selected to meet the diverse requirements: AXIS 207, AXIS 231D+, AXIS 223M, AXIS 2130 PTZ and AXIS 211. The surveillance operators also have the ability to monitor the areas covered by the video surveillance system from a dedicated room equipped with monitors.

### Result

The optimal image quality obtained thanks to the Axis video surveillance system installed inside the Fair and in the exhibitors' booths has decisively guaranteed security and peace of mind. The solution has proven itself highly satisfactory to the customer.

"We're satisfied at having implemented a new surveillance system using Axis solutions: we're therefore confident in having provided the Vicenza Fair with a high-quality system of guaranteed effectiveness. We intend to expand the current system to offer all of our exhibitors the outstanding security of Axis video surveillance."

Marco Zecchinato, IT Manager of the Vicenza Fair.

## #1 requirement: security

The Vicenza Fair, with an exhibition area of 70,000 sqm, is the leading international trade-fair hub for the gold and precious metals sector. During the events, in which more than 1,400 exhibitors participate, the new collections and latest trends in jewelry are presented: in this context, security is a priority concern. In order to optimize the security landscape inside the building, the Vicenza Fair decided to implement a video surveillance system to monitor the sensitive areas: the trade-fair hub, the exhibitors' booths and the safe boxes.

## An integrated and scalable video surveillance system with the hallmark of Axis

To implement the video surveillance system, the Fair selected Saiv, a system integrator for enterprise telecommunications products and systems, which was already an IT partner of the Vicenza Fair. For the security of the trade-fair hub, Saiv selected Axis, thanks to its high-quality, wide range of network video solutions and the integration possibilities.

At the booths, they installed the AXIS 207 Network Camera, the world's smallest MPEG-4 camera, which is ideal for indoor surveillance and remote monitoring applications because it offers best-in-class image quality. In particular, thanks to the integrated web server, the exhibitor companies can access the video directly during the event from any location over the Internet.

For the indoor areas of the Fair, the AXIS 223M Network Camera was selected, which is ideal for video surveillance of sensitive areas because it boasts a 2.0-megapixel CCD sensor with progressive scan which allows it to produce sharp and very detailed images. In addition, Power over Ethernet support simplified installation and reduced costs by permitting the use of a single cable both for data transmission and power supply. Thanks to the optimal image quality, which is possible even at night due to the "day & night" function, the surveillance operators can monitor access with great efficiency and make positive identifications of people who commit criminal acts.

The AXIS 2130 PTZ Network Camera is the ideal tool for monitoring wide areas from multiple angles. With its precise pan/tilt movements, auto-focus control and powerful optical zoom, it is possible to change its orientation rapidly to focus in on any detail.

For sensitive outdoor areas which need to be monitored even in low-light conditions, they installed the AXIS 211 Network Camera, which offers the best-quality images in its class thanks to a progressive scan CCD sensor and advanced video processing functions; the high transmission speed and the ability to use Motion JPEG and MPEG-4 simultaneously, support for integrated PoE and the options for event management with an in-built motion detection function make the AXIS 211 unique in its class.

For the inspection rounds, they selected the model AXIS 231D+. Thanks to its solid design, the camera can be used for continuous recording at horizontal rotation angles up to 360°. The exceptional recording speed of the images, the lens with its autofocus function and the day & night feature made the AXIS 231D+ the right choice for the Fair's requirements; in addition, the operators can easily identify any object or individual by rapidly and precisely selecting the PTZ commands with the mouse or joystick. The control room for the entire configuration is located in a dedicated room equipped with monitors and staffed by surveillance agents.

## Satisfied exhibitors and visitors, safeguarded valuables

The implementation of the project has proven entirely satisfactory to the Vicenza Fair thanks to the flexibility of the Axis network video solutions. Particularly prized is the ability to discreetly and successfully monitor sensitive areas of the exhibition space and individual exhibitor booths; exhibitors are also able to check up on their own booths remotely. The optimal image quality obtained has contributed to guaranteeing the security and peace of mind of exhibitors.



"Security has always been a priority in our sector. We've always used the most sophisticated security systems, sworn guards and safe boxes inside the booths, but to guarantee greater peace of mind, we decided to rely on a complete video surveillance system," said Marco Zecchinato, IT Manager of the Vicenza Fair.

