

## A CCTV system for the largest company within the tourism industry in Slovakia.

Axis cameras as a marketing tool, providing protection of buildings and city centers in the High Tatras, the Low Tatras and the Tatralandia Aquapark.



Organization:  
Tatry Mountain Resorts,  
a.s.

Location:  
Liptov region, Slovakia

Industry segment:  
Hotel/Restaurant/  
Tourism

Application:  
Web marketing, safety  
and security

Axis partner:  
Canex Connections,  
s.r.o.

### Mission

Tatry mountain resorts (TMR), a.s. is the top company in the tourism industry within the Central and Eastern Europe region. It owns and operates attractive skiing resorts and hotels in the regions of the Low and High Tatras directly or via its subsidiaries. At the same time, TMR is also the owner of the Tatralandia Aquapark, which is the largest all-year-round aquapark in Slovakia. In addition to water fun, it also provides a Fun Park, relaxation in the special tropical lounge with seawater as well as accommodation in bungalows and apartments of the Holiday Village Tatralandia. TMR also owns and rents out the hotels Kosodrevina, Liptov and Ski&Fun Záhradky a Bungalovy.

The assignment for the partner was to build a flexible CCTV camera system serving for property protection and marketing purposes of TMR. It was necessary to include the CCTV camera system into the existing data infrastructure with the possibility of fast expansion, centralized control and access for authorized users and application systems.

For marketing purposes, the CCTV camera system needed to provide information for clients via the publication of camera outputs on websites as well as a whole new system of visual communication and advertising (digital signage) with clients in all TMR operations (skiing resorts, aquapark, hotels, food facilities, sports shops, ski rental facilities and skiing schools).

### Solution

The company's management assigned the provision of high quality and a flexible system to its IT department. Its task was to choose a supplier of high quality technology with long-term experience in the field of IP camera integration as well as supplying local, above-standard support. Canex Connections, s.r.o. met such conditions with Axis IP cameras and the WatchSystem software solution.

“The quality of Axis cameras and cWatch software application openness serve for protection of our property and, at the same time, they provide other possibilities within marketing and client awareness.”

Ing. Miroslav Kolhánek, IT Manager, Tatry Mountain Resorts.

Due to various environments and uses of the camera system, it was impossible to use a single type of camera. The testing phase helped to specify suitability of specific models for a selected environment. In the end, as many as 11 types of Axis cameras were used. For marketing purposes, AXIS P5534/-E and AXIS P1344-E cameras were installed as webcams. For protection of buildings and cableways, the models AXIS M3114-VE (-R), AXIS P3353, AXIS P3363-VE, AXIS P3364-VE, AXIS M1113/-E and AXIS Q6034-E were used. The total number of cameras installed within the first phase exceeded 130.

All the cameras were connected into the existing infrastructure and powered via PoE or High PoE. The solution also included cWatch NVR recording devices and, for existing servers, the software version of cWatchPro was installed.

### Result

The camera system meets the needs of the investor. It is reliable in different environments and provides simple and fast expansion within the existing data infrastructure and therefore can also be managed by the IT department. The next possible step is to strengthen the marketing and operational use by using intelligent algorithms to gain specific information on the visit rate of particular centres.

### Interesting facts

There were some interesting and unique environments where the Axis cameras were installed. TMR operates a cableway to the second highest place in Slovakia – Lomnický Štít. An AXIS Q6034-E Network Camera was installed at the height of over 2,633 metres above sea level, making it the highest altitude security camera in Slovakia.

Another interesting fact is the high stability, durability and full functionality of cameras in the specific mountain environment exposed to frequent storms (as well as windstorms), lightning and overall challenging and unfavorable weather conditions, not only at Lomnický Štít but also at Chopok (Low Tatras), which is one of the windiest peaks in Eastern Europe.



[www.vt.sk/en/mountains-holiday/webcameras/](http://www.vt.sk/en/mountains-holiday/webcameras/)

