

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 of 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.

