

## Smart monitoring: Guarantee of security.

Axis installs a smart monitoring system at a premium car brand 4S dealership store in Shenzhen.



### Organization:

Premium car brand  
4S dealership store

### Location:

Shenzhen, China

### Industry segment:

Retail

### Application:

Safety and security

### Axis partner:

Shenzhen Jiana  
Communications Co., Ltd.

### Mission

As material wealth continues to grow, car buyers' requirements on car quality, after-sales services and other factors are rising and competitive prices are taking a back seat. Traditional 4S dealership stores, do not typically show their work at the maintenance workshop to customers, which have given rise to the concern that unauthorized operations might be conducted there. High-quality services should always be pursued by managers, employees and customers and with the goal to boost service quality and enhance customer satisfaction, a complete video solution was developed.

### Solution

The actual demands required the system to have 67 new cameras for monitoring every corner of the store and two new web video storage servers at the monitoring center and a client for monitoring. Their main functions include image reception, user login management, assignment of priorities, coordination of control signals, real-time monitoring of images, and video storage, retrieval, replay, backup, and restoration.

The system had to be able to put videos into different groups, based on which restrictions are set for display and operation of videos. It needed an independent software control feature to enable the software to control management, storage and display equipment and to invoke display of videos.

### Result

The system supports tiered and detailed management of user groups, user rights, system rights, and equipment operation rights, and meets the complex management requirements pertaining to users, roles, and rights. By virtue of extraordinary image quality, a wide range of features, outstanding reliability and applicability, Axis cameras used in the system have won recognition and the praise of the customer. Boasting high-quality products and excellent technical services, Axis will ensure the security of the 4S store.

**“There is a full range of Axis cameras with all kinds of features. AXIS P1354 Network Camera is a fixed day and night model which produces images with extraordinary quality. Axis’ products are of great help to us!”**

**Cao Shulin, Manager of the IT Department.**

### Countering outdoor lighting changes

The monitoring system covers peripheral areas, entrances and exits, key crossroads, and the parking lot.

At the entrances and exits, vehicles come in and out frequently and the outdoor light changes with the weather. These facts constitute challenges for cameras. How to capture the featured information of vehicles becomes a hassle. Outdoor cameras need to be able to work under different weather conditions. In light of these requirements, AXIS P1354 Network Camera was recommended.

AXIS P1354 is a fixed day and night camera which produces images with extraordinary quality and boasts a wide range of features. Integrating Lightfinder technology designed for monitoring under low-light environments, the camera is a combination of Axis' expertise on image processing and system chip development and the best optical components. As a result, the camera is extraordinarily sensitive to light, and is capable of capturing bright colors even under the worse light conditions. In addition, AXIS P1354 renders excellent H.264 performance. Its features such as focus assistance, remote back focus and pixel counter greatly boost the efficiency of the project. Its reliability and durability have won recognition of users from different industries.

The monitoring center, as the centerpiece of the system, serves as the link between users and front-end equipment. The center manages a total of 67 channels, conducts concurrent applications, image forwarding and recording application of all videos, and handles and coordinates concurrent controls.

### Flexible monitoring center

It supports manual recording, scheduled recording and alarm recording, and allows for video data storage, retrieval, backup and recovery within 30 days after deletion. It can retrieve and replay videos according to the requests submitted by users online, and can respond to a large number of users at the same time. The system at the monitoring center provides a complete mechanism for user authentication (user name, password, passwords for front-end systems, priority). A set of clients have been installed for easy review of any image or video. There are 62 screens displaying the images at different monitoring points. The cameras can be remotely controlled at the monitoring center or high-level user terminals.

The monitoring center can simultaneously manage thousands of front-end systems and dozens of online users. If the front-end systems need adjustment or addition in the future, there is no need to put extra funds on the existing systems. Besides, the center allows direct access on PCs or mobile terminals through the Internet or private networks.

### Prepared for smart video analysis

In the project, all outdoor cameras are mounted on 3.5-meter poles. This is for two reasons: 1) to meet the requirements for regular monitoring; 2) to accommodate the smart video analysis feature which will be phased in. When this feature (vehicle identification, in particular) is added, the system, based on 720p HDTV, will be better able to identify vehicles, thus enhancing the technical strength of the security system. Axis cameras not only enable standard HDTV, but also have a low bandwidth. While ordinary 720p/1080p HDTV requires a stream transmission speed of 4mbps/6mbps, Axis cameras can make it to 2.5mbps/4mbps. In this way, high-quality images are transmitted at a lower bandwidth, and demands on storages are lowered. All this contributes to cost savings.



嘉纳通讯技术  
Jiana Communications