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Axis and White UK provide total surveillance coverage at UK's premier poker venue

Axis network cameras have been installed by Axis partner White UK at Dusk Till Dawn in Nottingham, which is ranked as one of Europe's largest poker rooms.

The installation at Dusk Till Dawn saw White UK installing a total of 26 Axis network cameras as part of a complete AV system including 25 large plasma screens, eight individual audio zones and accompanying AV distribution equipment along with a structured Cat5e shielded cabling network. AXIS 216FD fixed dome network cameras were installed by White UK for surveillance across the gaming bar and VIP areas to deliver total internal coverage. A single AXIS 212PTZ was deployed to protect the secure cash room due to its wide overview and instant PTZ functionality. AXIS 232D day/night dome and AXIS 223M day/night megapixel network cameras cover the main entrance and club car park.

Dusk Till Dawn is the UK's first legal poker-only club and can accommodate up to 405 poker players across 45 gaming tables. The club was founded by businessmen Rob Yong and Nick Whiten, who bought a large, disused restaurant site in Lenton on the southwest outskirts of Nottingham. The site was completely re-fitted to include high quality gaming facilities, a bar area to accommodate 250 guests and an exclusive VIP area for a further 150 guests. After securing a gaming licence from the Gaming Commission, the club opened in November 2007.

The club's founders wanted to create a high-quality environment for players and guests to enjoy, and they also needed to ensure everyone felt safe and secure whilst at the club. Rob Yong approached Axis partner White UK to take on the complete audio/visual (AV) and security surveillance installation. Rob had previously contracted White UK for a surveillance installation at his home, where the installer introduced him to Axis network cameras.

White UK was founded nine years ago and employs eight staff based at its offices in Heanor, Derbyshire. Its main line of business is installing network cabling, but Matthew Camp, managing director at White UK, added surveillance camera solutions to the portfolio three years ago. White UK was introduced to Axis network cameras by its distributor partner ADI-Gardiner, who suggested that the company send its employees on an Axis Communications' Academy training course. Since then, a growing proportion of White UK's camera business has come from installing IP-Surveillance systems.

Surveillance at the club has to meet the approval of the industry's licensing body, the Gaming Commission, which insisted on total surveillance coverage inside the club. The club's approach to security is focused around the same issues that affect any entertainment venue: door control, theft prevention and managing any incidents that occur inside or around the club.

Managers at the club have praised the excellent image quality from the Axis network cameras. Considerable cost savings were made with regards to camera installation with the majority of the cameras using Power over Ethernet (PoE) supplied from HP ProCurve switches. This eliminated the need for individual power sockets for each camera. Milestone XP Enterprise video management software is used, with all images saved to the club's server for 30 days at a frame rate of 8 fps.

Phil Doyle, managing director, Axis Communications (UK) Limited, commented:



“Dusk Till Dawn is a premier gaming venue where poker enthusiasts can really enjoy their game. The employees at the venue provide an environment which is welcoming, safe and secure. Security incidents are very rare, but should an incident occur there is the reassurance that the total coverage provided by the Axis network cameras will deliver images.”

Matthew Camp, managing director, White UK, commented:

“Working with Axis and ADI-Gardner has given our business a substantial revenue stream which complements our network cabling and AV installation work. We use Axis cameras because we know that they deliver in terms of image quality, flexibility and reliability and we would not hesitate to use Axis in the future.”

Derek Gregson, IT director, Dusk Till Dawn, commented:

“Dusk Till Dawn’s infrastructure was designed from day one with all systems integrated into the core network. Axis IP cameras are an integral building block in realising that integration ideal, as they provide the required level of surveillance of other systems, with the enhancement of giving us the ability to utilise the data provided anywhere within our corporate network. From a management aspect this is the key benefit of the system – and it delivers! Axis and White UK have worked alongside the internal teams, both technical and management, to deliver a cohesive, resilient and trusted system.”

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Notes to editors

Images to support this story are available from Agility PR – contact details below.

About Axis

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analogue to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring and are based on innovative, open technology platforms.

Axis is a Swedish-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on OMX Nordic Exchange under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com

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