

## CAFE SOO enhances store safety and customer experience with Axis solution.

Axis network camera and audio solution monitors without blind spots and creates a welcoming atmosphere for customers.


**Organization:**

CAFE SOO

**Location:**

Seoul, Republic of Korea

**Industry segment:**

Hotel/Restaurants/Tourism

**Application:**

Property/asset protection,  
Remote monitoring,  
background music,  
customer experience

**Axis partner:**

Darwin System

**Mission**

CAFE SOO, a gallery-type coffee shop, sought the introduction of a monitoring system for the security and safety of the store. It wanted a system capable of monitoring each section of the store without blind spots and watching inside and outside the store through a mobile device after opening hours including early morning when supplies are delivered. All equipment had to have an elegant design to blend in with the store's interior design, and the number of cameras in the store should be minimal and discreet. However, the store had a unique difficulty in the layout as the ceiling is lower than that of a general commercial facility.

**Solution**

From the beginning, CAFE SOO considered network cameras to simplify the installation, increase convenience for management, and minimize error points. After consulting with Axis solution partner Darwin System and reviewing the design using AXIS Site Designer, the cafe decided to install panorama cameras,

mini dome cameras, ceiling mount network speakers and audio bridges, all optimized for small stores with a discreet design..

**Result**

CAFE SOO was able to ensure safety in the store at all times and create a comfortable environment by installing the all-in-one system consisting of an Axis network camera, network speaker, and AXIS Companion video management software. A small number of cameras monitor every section of the store day and night, providing wide-angle view and high-quality images. The compact size and discreet design blend in with interior design of the gallery-type store, and customers barely notice the existence of the cameras. Although the café initially planned to install a Bluetooth speaker for background music in addition to the system, they decided to play music using only the network speaker since the sound quality was excellent.

**"Thanks to the camera's high image quality and wide-angle view, we are able to monitor all sections of the store in detail with the three cameras. The speaker's sound quality creates a nice store atmosphere, so we didn't need to add an additional audio device. There are photos I took while traveling to different parts of the world displayed at the store, and I'm so glad the Axis equipment blends in with the store's interior design."**

**Shin TaeSoo, Owner of CAFE SOO.**

CAFE SOO is a small coffee shop and cultural space that offers regular photography exhibitions and tarot card readings. Located in the middle of a residential area, the store has security concerns as there are not many people around at night after operating hours. Also, since it is a long L-shape structure divided into a reception area, lounge area, and tarot reading room with a ceiling lower than that of a general commercial facility, it was expected to require a relatively large number of cameras for a sufficient coverage. Another concern was that too many cameras could make customers feel uncomfortable and ruin the interior design.

### Design tools for optimal camera positioning and coverage

Darwin system addressed these customer concerns using AXIS Site Designer, a free web application that supports efficient surveillance system design. By uploading the floor plan of the store, the model, quantity, and location of cameras in the application was checked and decided upon. By visualizing the speaker's sound range as well as the coverage of the cameras, the customer was assured that three cameras and one speaker were enough to satisfy all their requirements. And SD card capacity for local storage was optimized since the storage capacity could be estimated.

CAFE SOO's security system consists of AXIS M30-V Series 360° panoramic camera and fixed mini dome network camera, AXIS C2005 Ceiling Mount Network Speaker, AXIS C8033 Network Audio Bridge, and free video management software, AXIS Companion. Since all the equipment were products from one vendor, the installation and management was easy and issues could be addressed on the spot. Moreover, the beautiful Axis product's exterior design and compact size blended nicely with the interior design of the gallery café.

### Create a store atmosphere using the audio system with excellent sound quality

CAFE SOO plays music provided by a music streaming service (Melon) with an AXIS C2005 Network Speaker by connecting to AXIS C8033 Network Audio Bridge

and MacBook Air. The background music creates a store atmosphere suitable for a certain day's mood, weather, and operating hours to ensure happy customers.

The ceiling-mounted AXIS C2005 speaker does not require a power amplifier or digital signal processor and can always play background music in clear and clean sound quality as well as broadcast pre-recorded voice messages. AXIS C8033 is a convenient solution that connects and integrates analog equipment and a network audio system. Since all Axis audio equipment can be connected to the standard network, it requires no special audio cable, so equipment installation is simple, which significantly reduces costs.

### Check the store from anywhere and any time through a mobile device

CAFE SOO's manager checks the real-time video from a store camera even from a remote location through a mobile app. The video is saved in the edge storage (SD card) of each camera. Since the camera does not require additional hardware for storage and management, it saves equipment costs and space. Supply delivery in the early morning can be checked from home in real-time, and the application in the camera sends an alert as soon as it detects any intrusion during the night, so that the manager can understand the situation and immediately respond when needed.

### Beautiful design blends in

Shin TaeSoo, the owner of CAFE SOO, explained, "Thanks to the camera's high image quality and wide-angle view, we are able to monitor all sections of the store in detail with the three cameras. The speaker's sound quality creates a nice store atmosphere, so we didn't need to add an additional audio device." He added, "I feel attached to my café because I participated in most of the interior design from the ground up. There are photos I took while traveling to different parts of the world displayed at the store, and I'm so glad the Axis equipment blends in with the store's interior design. I'm definitely planning to install an Axis product at the second branch."



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