

## Lorient fish auction organizes sales with an Axis network camera.

With the help of an IP camera, fish wholesalers at the port of Lorient can remotely monitor purchases of their fish.



Organization:  
La criée de Lorient

Location:  
Lorient, France

Industry segment:  
Retail

Application:  
Real-time broadcasting  
of fish auction

Axis partner:  
Aucxis Trading

### Mission

The Lorient fish auction has two distinct groups of buyers: 70% are fishmongers, and 30% are fish wholesalers. Two auctions are held on the same day: the inshore sale from 4.00 a.m. to 8.00 a.m., open to all, and the deep-sea sale reserved for fish wholesalers, which takes place in a hall from 6.00 a.m.

Mr Palladin, Supervisor of the auction at the port of Lorient, wanted to be able to improve the quality of its services and the information his customers could receive.

### Solution

In May 2006, an AXIS 213 PTZ Network Camera was installed in the inshore sales room to film the fish as it passed through on the conveyor belt. The Lorient auction turned to the integration partner Aucxis Trading to tackle the issues. Aucxis suggested setting up a video surveillance system to broadcast images of the sale in real time.

The video coming from the Axis network camera is broadcast to the deep-sea hall so that the wholesalers can monitor both sales simultaneously, in real time. Two screens (3 meters high and 2 meters wide) were installed facing the wholesalers so that they could check the pricing information in real time, even remotely.

### Result

Fishmongers and wholesalers now have real-time information direct from both sales halls. Consequently, they can place bids in either hall without actually being there. The quality of the images relayed by the Axis cameras enables them to judge whether the merchandise is appropriate for the price displayed in real time on the same screen. When all the criteria are met, responsiveness is immediate.

"We wanted to offer our customers a solution that could help them in their daily work."

Mr Palladin, Supervisor of the auction at the port of Lorient.

In terms of the volume of fish sold, the Lorient auction is the second largest French port site. Its daily activity is intense, with 90 boats delivering 15 tons of catch each day, distributed into 1,500 crates for inspection by 90 buyers present at the auction.

### Improving access to information

The primary objective for Mr Palladin was to enable the fish wholesalers coming to the deep-sea sale at 6 a.m. to avoid missing the inshore sale already in progress in a neighboring hall just 400 meters away. "Buying is a strategic aspect of their business. They need access to all the information in real time. Nearly 600 lots are presented in an hour; that means one crate of fish every 3 seconds. You need to be alert and responsive", he explained.

### Technology adapted to specific environments

The AXIS 213 PTZ Network Camera is perfectly suited to the humid atmosphere of the auction, since it is housed in a waterproof heated protective casing. Thanks to its embedded web server, the AXIS 213 PTZ provides real-time access to the images and to its monitoring and configuration settings from an authorized PC equipped with a simple web browser. With a broadband link, remote users can carry out the same operations.

Additionally, thanks to IP technology, the AXIS 213 PTZ Network Camera also enables authorized users (who have been granted a password) to access the auction's intranet, so they can monitor the sale from their workstation when they are in their shop. In all, fifteen or so buyers have this off-site capability.

### The Lorient auction, a pioneer with this installation

With the implementation of the network camera, the Lorient auction has been able to offer a value-added service to its customers. "The fish wholesalers are fully satisfied with the system we have set up, since it means they don't miss any part of the sales", reports Mr Palladin.

The quality of the transmitted image makes it possible to evaluate the quantity of fish offered in each crate. The video feeds do not saturate network bandwidth, the main purpose of which is to process purchase orders. So far, Lorient is the only auction to use this technology to improve the level of information provided to buyers.

### To find out more

#### Lorient fishing port:

The concession of the Lorient fishing port is run by the SEM (Société d'Economie Mixte) of Lorient-Keroman, 59% owned by Cap L'Orient. Daily management of the port is provided by the CEP (Compagnie d'Exploitation des Ports), a subsidiary of the Véolia Group. Each year, 130 boats dock at Keroman, unloading 27,000 tons of fish. A quarter of the catch comes from small-scale fishermen, a quarter is fish brought from outside, and half is deepsea catch unloaded at the quay or at forward bases in Scotland. All in all, 80,000 tons are sold and processed at Lorient.

#### Aucxis Trading Solutions:

A Belgian service provider, Aucxis Trading provides electronic sales systems for the agriculture industry and the fishing sector. It boasts more than 100 years' experience in the tailored delivery of electronic marketing systems for auction sales and retail organizations all over the world. [www.aucxistrading.com](http://www.aucxistrading.com)



Port de Pêche LORIENT