

## Incheon Gyesan Market prevents theft and increases sales with Axis IP-Surveillance.

South Korean traditional market uses PTZ network cameras to ensure a safe shopping atmosphere.



Organization:  
Gyesan Market

Location:  
Gyeyang-du, Incheon,  
South Korea

Industry segment:  
Retail

Application:  
Remote video monitoring  
and theft prevention

Axis partner:  
Tawoo Digital  
Communications

### Mission

Opened in 1982, Gyesan Market of Incheon is the representative traditional market of Gyeyang-gu, which comprises over 240 stores dealing food, clothes and other miscellaneous goods. In order to revitalize Gyesan Market, Incheon city promoted the construction of convenient facilities such as arcades, road pavements, and water pipe repairs as well as the modernization of systems by introducing a network-based video surveillance system. The mission was not only to prevent theft, but also to promote the market's modern facilities and high-tech security solution to increase sales.

### Solution

When considering modernization of its traditional market, Gyeyang-gu examined the solution in place at a similar traditional market, the Gajwa Market in Incheon, which was using an analog-based surveillance system. Gajwa Market was experiencing the shortcomings of the analog system in place, with limitations in remote monitoring, maintenance and future system expansion. After

thorough inspection of various solutions and comparative analysis, Axis' partner Tawoo Digital Communications recommended introducing a network video system.

Jo Ji Hwan, chairman of the Association for Store Development of Gyesan Market, who had also promoted this project, revealed the reason why Axis was selected: "The Axis network video system provides clear high-resolution images compared to analog systems, and enables monitoring regardless of time or location; a convenient solution which is not offered by low-price analog DVRs. Also, we opted for the Axis solution because the system is easily maintained and can be expanded in the future by just adding network cameras - without requiring additional cabling."

"The introduction of network video surveillance solutions, which is a part of a project to modernize traditional markets, has brought about not only direct effects in preventing burglary incidents, but has also raised the image of Gyesan Market as a modern market, which has led to increased sales."

Jo Ji Hwan, chairman of the Association for Store Development of Gyesan Market.

AXIS 214 PTZ Network Cameras were installed to monitor over 240 stores located across an area of 14,016 sqm. The network cameras are located in all passages of the arcade, with consideration of the traffic line of owners and customers, while the video management platform is installed on workstations within the customer support center. Supervisors operate the system by utilizing the guard tour function of network cameras, allowing them to monitor the scenes with just a few cameras.

## Result

Before the introduction of Axis network cameras, there were no integrated systems managed centrally, meaning that each store had to use their own, usually low-cost, analog DVR solutions separately. In most cases in which these solutions were used, the low image quality made distinguishing objects difficult. Such systems also required large amounts of manpower input each time, as no connections existed between these systems. After introducing the Axis products, integrated video management solutions were arranged in the customer support center, which reduced manpower by half and enabled relocation of 70% of staff in the marketplace. Without the need to manipulate the PTZ function manually each time, the guard tour function also enabled use of staff where most needed.

Um Dae Suk, CEO of Tawoo Digital Communications that installed the video surveillance system for Gyesan Market remarked, "In the actual work site, there still isn't enough recognition of network cameras so when referring to video surveillance solutions, many will bring up analog

cameras or DVRs. But after deploying the IP-based system, mindsets changed. The initial cost for an analog system seems more economic at first but when considering the overall efficiency, quality, management convenience and scalability, the network video solution is the optimum choice we can make." In addition, Mr. Um said, "When taking into consideration the quality and stability of the product, Axis network video solutions, which are renowned worldwide, can be confidently recommended to customers."

## Transformation into a market providing a safe and convenient shopping atmosphere

As the modernization project of arcades, road pavements and expanding convenient facilities is completed successfully, Gyesan Market, which was considered as a traditional market, can now provide cleanliness and convenience just as a large shopping center does. Also, the Axis network cameras and real-time video monitoring have been promoted externally to provide a secured environment for customers. Publicity for a thorough video surveillance system management has been intensified and has helped in bringing conspicuous declines in burglary incidents, previously frequent. There was also a case in which a criminal could be arrested by providing stored video data to the police, after being alerted that the criminal was last spotted at the Gyesan Market.

