

Network video in the marketplace.

Axis network cameras enhance the security of a new concept in traditional markets.



Organization:
San Antón Market Store Owners' Association

Location:
Madrid, Spain

Industry segment:
Retail

Application:
Loss prevention, safety and security

Axis partners:
Drams Seguridad, Lenel

Mission

Refurbishing the San Antón market in Madrid has meant recovering the space of a traditional market to construct an innovative retail and leisure building. The aim was to find a new environment for entertainment and culture that would respond to the growing interest in gastronomy while also being completely safe and integrating well into the local area.

Solution

The San Antón Market Store Owners' Association, through the architectural practice QVE, contacted Drams Tecnología y Seguridad, an Axis partner, who suggested implementing a state-of-the-art network video surveillance system integrated with the access control system.

Result

The new security system, which has built-in network video, access control, intercom and intelligent features, offers the store owners flexibility and options for scalability which are in line with their requirements. This system enables them to have the security required by this home-to-culinary culture where consumers are informed and educated, and where the product plays the key role and store owners are the ambassadors of product quality.

"We are highly satisfied with the Axis video surveillance system implemented by Drams Tecnología y Seguridad. We believe that it meets all our current requirements and that due to its flexibility and scalability options it can be easily adapted to any possible future needs."

Octavio Rodríguez Toledano, President of the San Antón Market Store Owners' Association.

Located at the very heart of Madrid's most colorful district, the San Antón Market opened in 1945 and demolished in 2007, was fully refurbished for its re-opening in May 2011. The new space measuring 7,500 meters is laid out over several floors and offers different retail options. It comprises 12 fresh food stands on the first floor, two cafeterias, a large retail chain supermarket, nine pre-cooked food stands on the second floor along with a multi-purpose hall for exhibitions and cultural events and a restaurant with a terrace on the third floor. In addition to all this there is an 80-vehicle parking area where there are robotic parking spaces and others set aside for recharging electric vehicles. Building the new San Antón Market meant an investment of close to 15 million Euros.

The new market has many technological infrastructures including solar and PV heating panels, which endorse its "environmentally-friendly" conditions and the local area network infrastructure which enables general services, and also specific services such as network video, to be delivered throughout the building to the store owners. Free Wi-Fi is offered to all customers and there are accessible routes and restrooms for disabled people.

When the time came for the security system to be installed, comprising video surveillance systems, the access control system, intercom and intelligent features, the Store Owners' Association trusted consulting advice from the company Drams Tecnología y Seguridad, an Axis partner. As there was a local area network infrastructure, from the outset it was recommended to install network video cameras with PoE for the video surveillance.

The system comprises 26 AXIS P3301 and 6 AXIS 216FD Network Cameras which control the indoor market areas such as the entrance doors, the stairwells, the passages, the elevator exits, etc. and 8 AXIS P1343-E Network Cameras for the exterior parking. Entry to the parking garage is from Libertad Street via a one-lane ramp both for incoming and outgoing vehicles. The system has built-in license plate recognition software.

The video system runs on Lenel OnGuard software and includes an image storage system comprising two recorder servers and one error tolerance server with a total capacity of up to 7 Tb which enables the recordings (at ten frames per second with 480x360 resolution and H.264 compression) to be stored for a 30 day period in accordance with AEPD (the Spanish Data Protection Agency) guidelines. The video surveillance system is linked up to the Tecniserv Central Alarm Station such that if an incident were to occur the market would be contacted and the appropriate decision taken according to the situation.

The images can be viewed from three points: on the one hand, from the Control Center located in one of the restricted areas, from the parking control area and also from a viewing point exclusively for store owners, located on Floor 1. Some store owners have set up cameras in their retail outlets and centralized the image recording using the video surveillance system.

