Electronic auctions for the Fish Market in Pescara.

Enhancing auction operations and services by using an innovative Axis network video system.

Organization:
Abruzzi Fish Market

Location:
Pescara, Italia

Application:
Remote access to auction and video surveillance of premises

Axis partner:
GO InfoTeam

Mission

The City of Pescara needed to provide its authorized users with a set of data and innovative operations ranging from total traceability of fish products, automation of weighing, viewing of products destined for auction, information about the pertinent fishing vessel and the weight and species of the catch, to the printing of the label in real time. To do so, the City of Pescara implemented an electronic auction system for the web-based wholesale fish market.

Solution

Axis network video products were selected to meet the Fish Market's specific requirements, as well as for their capacity to operate in the extreme conditions which characterize the environment of the Fish Market. Such conditions include low temperatures, intense vibrations and high humidity level. The Axis partner selected to supply the solution was Go Infoteam, who provide a complete set of solutions and services ranging from the provision of hardware and software equipment, technical support for IT systems, to the implementation of web applications and the design of enterprise networks.

Result

The Axis network video solution adopted led to a substantial increase in the volumes traded on the City of Pescara's wholesale fish market. The City of Pescara also expressed its complete satisfaction as to the system in place at the Fish Market, which operates in these tough conditions with exceptional stability and reliability.

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"The new system provides the authorized users with a flow of information and a set of innovative operations ranging from the total traceability of fish products to the automation of weighing. It permits an extremely high degree of precision from the viewing of the fish at auction, information about the boat, weight, and species, to the printing of the label in real time."

Marco Scorano, Ing. progettista del Comune di Pescara.

The Fish Market before:
a system showing limitations

Marco Scorano, Design Engineer for the City of Pescara, believed in the project: "Until recently, our fish market made use of electromechanical automation tools and the auction was conducted manually. Errors in communicating prices compromised the guarantee of transparency and security during the transactions. In addition, the traditional auction system was configured only for operators in the local market, within a radius of 50 kilometers, and excluded the possibility of remote acquisition and reservation, or consulting statistics. The old system also required frequent maintenance work, with consequent resource expenditure in terms of costs and time. The introduction of regulations requiring the labeling and traceability of fish convinced the City of Pescara to move to a new electronic, web-based auction system for the Abruzzi fish market."

The Fish Market nowadays:
video intelligence serves multiple goals

During the startup phase of the electronic auction, Axis network cameras are used to capture and manage the video feeds by means of a specific module which enables online viewing of the merchandise. Remote users also have the option of verifying the type and quality of the products. When the goods are placed on the scales for weighing, the images of the product are available for viewing at the online auction. The video capture device on the two scales consists of a very small and compact internal network camera, equipped with a special embedded web server capable of automatically generating a color image in JPEG format at a configurable frame rate and resolution.

An Axis PTZ network camera is positioned at a strategic point in the room where the auction takes place, in order to broadcast real-time images of the entire market, the number of buyers, and the quantities, type and quality of the fish presented.

The network video monitoring system is also used to control entrances and exits through which the fish passes, as well as the adjacent parking spaces, to prevent possible theft or acts of vandalism inside the market.

The system is comprised of two compact Axis network cameras or indoor surveillance, one PTZ network camera for outdoor surveillance, as well as the AXIS Camera Station video management software for monitoring and recording purposes.

The variety of locations in which the cameras can be installed is practically limitless: the Axis network video system offers a high level of integration with other devices and functions, thus making it highly scalable. Based on open standards, the Axis network video system runs on standard Ethernet networks and uses standard servers for recording and archiving rather than proprietary equipment such as DVRs, which radically reduces management and equipment costs.

http://astaonline.mercatoittico.
pescara.it/webcam.html

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