

## Axis network cameras at Nailloux Fashion Village.

Nailloux Fashion Village uses Axis Communications' cameras to monitor its shops night and day.



Organization:  
Nailloux Fashion Village

Location:  
Nailloux, Midi-Pyrénées,  
France

Industry segment:  
Retail

Application:  
Loss prevention, safety  
and security

Axis partners:  
SupervisionIP, SeeTec

### Mission

In the Toulouse region of France, the Nailloux Fashion Village was born of political will to develop the village of Nailloux and the surrounding area. These next-generation factory outlets are a center of attraction, combining luxury with mark-downs, with 80 boutiques covering 22,000 square meters. At the heart of a rural zone with little pedestrian traffic outside of business hours, the complex's security was essential.

### Solution

In seeking a modular and unobtrusive solution, the management chose SupervisionIP, a firm specializing in video surveillance systems, because its system corresponded perfectly to the list of specifications that was drawn up – Axis network cameras and a Seetec video management solution provided on short notice.

### Result

At the end of September 2011, 38 IP cameras were installed for the official opening of the Fashion Village in November 2011. With a drive for high aesthetics, not one cable was visible. The security staff was trained in running the cameras and in watching the four monitoring screens.

"SupervisionIP distinguished itself by presenting a solution that corresponded perfectly to our requirements and the layout of the outlet. Beyond that, the team guaranteed us complete support by its very clear explanations, from the project's definition phase to its implementation; they participated actively in making decisions on installation, in particular on which equipment to choose."

Mr. Falla, Managing Director of the Nailloux Fashion Village.

### Constraints on change and aesthetic needs

Several constraints had to be respected. First of all, the cameras and technology solutions had to be innovative enough to adapt to the fiber-optic network architecture, as recommended by SupervisionIP. Moreover, management was looking for a modular system that could evolve with the layout of the facilities over time. And finally, the unobtrusive nature of the system was an important criterion in order to blend in with the village buildings.

### High-performance but unobtrusive equipment

SupervisionIP therefore recommended Axis network cameras and a Seetec video management solution. The teams began working at the site in June 2011 to set up the high-voltage infrastructure and network. The fiber optic cable system turned out to be a significant investment in terms of time and resources, requiring three individuals for two months. Aesthetics were respected – not one cable is visible. SupervisionIP set up several types of HD IP cameras. AXIS P1344-E and AXIS P1346-E Network Cameras were chosen for the outside. These are fixed network cameras with a robust design – resistant to dust, rain, snow, and sun, and functional at temperatures as low as -40° C.

AXIS P5534-E PTZ Network Cameras reside in reasonably priced, advanced domes. Because they do not require any exterior box, these cameras are suited for exterior use. This model allows surveillance of large areas with a significant level of detail, thanks to unique Auto-flip functionality. Surveillance is thus panoramic, covering 360°.

The cameras are used on a daily basis and are connected to the security post of the Nailloux Fashion Village, where the security staff provide monitoring 24 hours a day. The four monitoring screens are divided among the staff. "Today, we are completely satisfied with our equipment. The video surveillance system meets our needs, both from a technological point of view and for us as a user. Our teams can assure the safety of all the sites and will gain in skill and effectiveness as they undergo the training provided by SupervisionIP on using the equipment," said Mr. Falla.

#### About Supervision IP – [www.supervisionip.com](http://www.supervisionip.com)

SupervisionIP offers a large array of IP video surveillance solutions. They can be set up locally, on the customer's premises, or remotely, with video data stored on shared or dedicated off-site servers, in which case only cameras and network elements are installed on the customer's site.

#### About Nailloux Fashion Village – [www.naillouxfashion.com/site](http://www.naillouxfashion.com/site)

Nailloux Fashion Village was born of political will to develop the village and the surrounding area by creating a site that would draw many people. Covering 22,000 square meters, it has 80 boutiques in open-air mall.

