

## Axis video surveillance serving the San Giorgio drugstore.

Historic drugstore in Genoa chooses Axis and Dynamic Studio for the security of its personnel and recently renovated premises.



**Organization:**  
San Giorgio Pharmacy

**Location:**  
Genoa, Italy

**Industry segment:**  
Retail

**Application:**  
Loss prevention, safety and security

**Axis partners:**  
Dynamic Studio Srl,  
Milestone

### Mission

San Giorgio pharmacy is located in the Albaro district of Genoa, one of the city's most exclusive areas. Bought out by Carlo Cerruti and Giovanni Tavilla in 1999, it was "reborn" in August 2000 following extensive renovation of the entire store, becoming a point of reference for the locals. The drugstore needed a video surveillance system capable of ensuring the safety of personnel in the event of theft or criminal acts and to protect the internal and external areas of the premises from vandalism.

### Solution

The system designed by Dynamic Studio, an Axis partner installer, enables total coverage of the drugstore, on both the outside and the inside, via six next-generation Axis cameras. In particular, the store has two cameras for the external perimeter, an AXIS P1344 and an HDTV AXIS Q1604, with IP66 and class IK-10 housings that are vandalism-proof, impact-resistant and weatherproof. Indoor areas are monitored by 4 HDTV AXIS M3005-V Network Cameras.

The solution is completed with Milestone Xprotect® Essential recording software for remote image viewing.

### Result

The adopted solution ensures extremely reliable and complete IP video surveillance, enabling close control of the areas inside and outside the store, providing security for customers and personnel during both daytime and nighttime opening hours.

**“The integrated Axis, Milestone and Elmo solution has allowed our client to achieve a high level of security with a small investment, making use of a non invasive technology, in line with the technical, regulatory and aesthetic requirements. Remote system access lets us provide continuous, immediate, 360-degree support.”**

**Manuel Tosatti, Sales Manager - Dynamic Studio Srl.**

### Friendly and safe atmosphere

Being drugstore owners means being a point of reference for the people living in a town or city district. This is the case with Farmacia San Giorgio, established in Genoa in 1958, where the current owners, Mr. Cerruti and Mr. Tavilla are known not only for their professionalism and experience, but also for their ability to create a friendly atmosphere for their customers and staff.

As with many other small businesses, that of the druggist is an entrepreneurial activity forced to face a significant increase in crime: theft (sometimes even armed robbery), damage to store fixtures and fittings, and vandalism of storefronts and shutters. In addition, it represents a service to the community that is also provided at night and so security becomes one thing not to be overlooked, but to consider as being fundamental to working with a greater sense of security: it is always possible to run into a customer whose intentions are not always clear.

For these reasons, during the renovation, the drugstore owners turned to the quality of products from Axis Communications, leader in the network video field, and to the consultancy and professionalism of Dynamic Studio; an Axis partner since 2002 and a competent and dynamic company operating throughout Italy, with a range of innovative technological solutions in IP technology, networking and marketing-oriented applications.

### Total coverage at any time and any place

The video surveillance system designed by Dynamic Studio enables total coverage of the drugstore, on both the outside and the inside, via six next-generation Axis cameras. In particular, two cameras were installed for the external perimeter, an AXIS P1344 and an HDTV AXIS Q1604, with IP66 and class IK-10 housings that are vandal proof, impact resistant and weatherproof. Indoor areas are monitored by four AXIS M3005-V HDTV Network Cameras, which ensure detailed, high-quality surveillance. The system is completed by the ELMO ETR Series alarm system, with GSM dialer and remote management, and Milestone Xprotect® Essential recording software, with remote clients and an app for monitoring events while on the move using smartphones and tablets.

The protection of individuals, internal and external areas, strict observance of regulatory requirements concerning privacy, the possibility of receiving event notifications and remote connection to the drugstore are just some of the characteristics that set apart the video surveillance system installed by Dynamic Studio, and which allow all store staff to best carry out their valuable work in total safety.



“Today, we can say that we feel calm and looked-out-for. The installed system has let us handle several incidents in a safe and informed manner. Dynamic Studio has become our trusted supplier and consultant, not only for video surveillance, but for all our technological needs,” stated Mr. Tavilla, owner of San Giorgio Pharmacy.

