

## Axis surveillance solutions blooming at Royal Flora, Ratchaphruek 2011.

Axis monitors horticultural festival.



Organization:  
Ministry of Agriculture  
& Co-operatives,  
Horticultural Science  
Society of Thailand

Location:  
Royal Rajapruek Park,  
Muang District, Chiang  
Mai, Thailand

Application:  
Safety and security

Axis partner:  
Siam Lanna Technology/  
Digitalcom

### Mission

The 2011 Royal Flora Ratchaphruek is a huge event in Thailand with over 30 different countries exhibiting. As it is much larger than the previous festival, held in 2006, the organizers wanted to invest in a reliable physical security solution.

### Solution

Siam Lanna Technology, a partner of Digitalcom, installed AXIS P5532-E PTZ Network Cameras. Cameras were placed in strategic places in the park providing complete coverage of the location, ensuring increased confidence in security at the event.

### Result

Thanks to the role of Thailand's Highland Research and Development Institute, the exhibition enhanced security and surveillance with the installation of AXIS P5532-E PTZ Network Cameras atop a 20-meter high tower in the center of the park to observe and monitor the entire area.

"The Axis solution was chosen for its dynamic flexibility, as the cameras can easily monitor both open, sprawling spaces as well as focus on specific high-traffic areas. We also wanted a solution that has an excellent reputation for reliability, so we can be totally confident that our international guests would be safe at the event."

Thailand's Highland Research and Development Institute (Public Organization).

### A royal event

Royal Flora Rajapruek 2011, a horticultural exposition, was open for three months from December 14, 2011 in Chiang Mai, Thailand. The event offered dozens of attractions with some 30 countries participating, all secured by Axis network cameras.

The exhibition covers an area of 470 rai (186 acres) and was open every day until March 14, 2012. The event celebrates His Majesty the King's 84th birthday in 2011, Her Majesty the Queen's 80th birthday in August 2012 and the 60th anniversary of His Royal Highness Crown Prince Maha Vajiralongkorn in July 2012.

### Complete coverage

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Meanwhile, at the entrance of the venue there is an AXIS P5532-E PTZ Network Camera with built-in housing that conforms to the IP66 standard and that has NEMA 4X rating for use outdoors. The cameras can zoom by a factor of 29 times and in addition, afford H.264 video compression so that images can be transmitted and stored more effectively.

AXIS P5532-E PTZ also has the 'Advanced Gatekeeper' function that can detect the movement of any objects, automatically zooming in on them as they move. The advanced zooming ability means the camera can also survey the entrance to the exhibition or other nearby areas of interest.

### All eyes on Thailand

The Royal Flora Rajapruek 2011 Horticultural Exposition showcased the potential and capabilities of Thailand's agricultural sector, accomplished through the dissemination of knowledge and information about horticultural technologies to academics, farmers, young people and the general public. By promoting a vision and the concepts behind the professional development and advancement of horticultural crops, the expo leads to the creation of new channels to develop products that will reach wider markets.

In addition, the Exposition also promotes an ongoing exchange of ideas and the international integration of horticulture while stimulating economic, social and cultural co-operation as well as encouraging both domestic and international travel. By promoting imports and exports and boosting agriculture, tourism, and various other industries, the exhibition also helps to boost Thailand's economy.

In addition to decorative gardens from the 30 participating countries, the horticultural exhibition offers an Imagination Light Garden. This masterpiece was illuminated at night by glow-in-the-dark butterflies, a flower field where solar energy can be stored, a 40-meter high Ferris Flora wheel, a Kid's Eco Park that aims to educate children about global warming and an exhibition hall to display some 3,000 royal projects.



For additional information, please contact the Royal Flora Ratchaphruek 2011 call center at 0-2610-2011.

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