SUCCESS STORY

See⊙Tec
Software for Video Security

Biggest Swiss shopping mall trusts in intelligent license plate recognition

Project facts

SHOPPI TIVOLI MANAGEMENT AG

Object:	Mall „Shoppi Tivoli" Switzerland
Installer:	ParCom Systems AG
Products:	SeeTec LPR Module, SeeTec Multi Solution Platform
Cameras:	about 70

Requirements:

> Video surveillance system with license plate recognition

> Future-proof thanks to flexibility and expandability

SHOPPI TIVOLI

■ THE CHALLENGE

After a period of four years in which the Shoppi and the Tivoli have been refurbished and the additional Center Mall has been built, Switzerland's biggest shopping mall, the Shoppi Tivoli, shines in new splendor. The costs: nearly quarter of a billion Swiss francs. The parking sites have been modernized and equipped with latest video surveillance technology as well.

In 1970, "Shoppi" was opened as Switzerland's first shopping mall. Four years later, "Tivoli" was established just across the street – two independent houses competing for the customer's attention. About ten years ago, the Shoppi Tivoli Management AG has been founded to start the consolidation of both companies. Both malls and the connecting center mall as a third independent unit are centrally managed since then. In autumn 2010 the end of the reconstruction phase was celebrated with DJ Bobo as testimonial.

■ THE SOLUTION

The facts of the new shopping oasis "Shoppi Tivoli" are quite impressive: 78 000 m² sales area, more than 150 stores and 4 200 parking spaces in three parking garages and one open air parking area. To guarantee security on the parking area a modern video control system was installed.

Werner Frei, head of operations and member of the Shoppi Tivoli Management AG explains demands and realization: *"One of the requirements to get the building permission for the complete refurbishment was to install a management system with barriers for the parking area. Based upon a well-founded traffic and management concept, our consulting engineers designed the traffic and systems planning and created a tender. For the video surveillance system which was offered by four bidders, one particular point was important to us: the intelligent license plate recognition.*

The reason for that was that we planned to concentrate the staff parking on one single car park. To ensure that each of the center's 2 000 employees would park in the right space, it made sense to use the license plate recognition – a rather ambitious scenario. The specialists of our partner ParCom Systems took a very professional approach. They showcased an elaborated solution based upon the SeeTec Software, Axis network cameras and a convincing implementation plan. Our minimum requirement was a detection rate of 85 %. ParCom Systems pledged to do 90 – 95 % with the SeeTec Software. Today we even reach 99 %."

■ THE RESULT

The implementation of the video surveillance system that involved three car parks started in September 2010. For each car park a dedicated server was installed to record the video data. The central monitoring takes place in the security center, where all services of the SeeTec surveillance are run.

The software visualizes the 66 Axis cameras inside and outside the parking areas. The video streams of the 30 pay machines and the 26 barriers that are operated via I/O modules are displayed on monitors. Standard network cables were used to install the network. To ensure a quick data transfer with a low failure rate, fiber optics were used for distances above 100 meters.

The screens allow the security to have a look at the alarm re-cordings that are triggered by motion detection. In case of an emergency the particular location is automatically displayed on the monitor. Thanks to the Live Mode, customers can be supported instantly, if they for example have problems with the pay machines.

If the responsible member of the security staff is away from his desk, he will be notified about the alarm on his cell phone. To detect illegal parking among the employees, the license plates of the cars going in and out are read and automatically checked.

Thanks to the SeeTec Multi Solution Platform, the video solution offers a variety of extension options. If there will be need for intelligent video analysis or for the integration into a facility management in future, this can be realized easily just by adding further modules.

Shoppi Mall

■ THE CUSTOMER

The flexible and unboundedly expandable video surveillance system was launched simultaneously to the big opening on October 29, 2010.

Werner Frei is very satisfied with the technical solution and the collaboration with the project partners:
"We have been convinced by the high level of expertise, the distinct sense of service and the superior commitment of each involved party – even during the after-sales stage."

Tivoli Mall