

## Genraku, a popular Japanese Restaurant

Site Name	Genraku Japanese Dishes
Country/ City	New Taipei City, Taiwan
Industry	Food and beverage
Solution	DTV FHD Digital Surveillance System
Solution Provider	A-Tec Subsystem Inc.
Reasons of Adoption	■ Retrofit without recableing. ■ Full HD video quality



### CUSTOMER NEEDS AND PROBLEMS

Located at Xizhi, New Taipei City, the Genraku Japanese Dishes is a small Japanese restaurant rated 4.5 stars online. The fresh seafood and affordable price always attract a line of customers at the door. The owner is very generous and often provide those who wait for a long time some complimentary dishes and sweet soup. That' s why there is always a long line of loyal customers waiting for the good food and service.

The long line of customers brings business but also problems. For example, sometimes the line is too long, customers get impatient and arguments start this way; the large amount of business means that the owner and his wife have to hire extra hands to help out; and there might be pickpockets aiming at the customers. After consideration, Mr. Tsai, the owner, decided to install surveillance cameras in his place to help resolve some of the problems.

However, more problems came with the decision to install surveillance cameras. There are a lot of surveillance cameras to choose from, analogue or digital, pixels ranging from 380,000 to more than 2 million. Which of them will meet the needs and budget? The owner talked to some of his friends in the same business and was told about the difference of analog and digital cameras. If using analog cameras, sometimes they pick up only blurry faces. If using modern digital HD cameras, they can pick up even the finest details such as the number on a 100 dollar bill from a distance. For a little mom and pop place running on cash only like Mr. Tsai' s, the recording of the money in and money out is definitely a plus and extra protection for these small business owners.

Making up his mind, Mr. Tsai chose digital surveillance. Among the digital systems, such as DTV and IP, he chose the DTV digital HD surveillance system.

## BENEFITS

The DTV digital HD surveillance system which Mr. Tsai chose features the ccHDTV chips developed by ITE Tech. Inc. (TWSE: 3014), a listed company in Taiwan. This DTV system is digital, and is based on DVB-T digital television technology. In this case, the owner chooses to install four 1080P cameras and one digital surveillance console. The high quality of digital pixels allows the cameras to capture tiny details of people coming and going at the place. Also, the camera next to the cashier machine is able to catch the interactions between shop employees and customers at the counter and the payments by cash.

Three months after the installation, the supplier came back for a routine service check. Very satisfied, Mr. Tsai could not stop complimenting on how bright and clear the footage is and now how clearly he can see through the cameras even at nighttime. With the 1080P TV screen set up at the store front, customers can see how happy and satisfied those who are munching away in the shop are, and therefore, they are more willing to stay in the line. "Now that the images are so clear on the screen, I guess that must have scared all the pickpockets away" , Mr. Tsai joked.