

To Buy Is Better Than to Rent, LA Boutique Store

Site Name	LA Boutique Store
Country/ City	New Taipei City, Taiwan
Industry	Retail
Solution	DTV Digital HD Surveillance System
Solution Provider	A-Tec Subsystem Inc.
Reasons of Adoption	■ Retrofit without recabling ■ Other (Cost Oriented)



CUSTOMER NEEDS AND PROBLEMS

As a small boutique shop located on a prime location in Banqiao, LA Boutique Store targets on people living in the neighborhood and lady workers who work for nearby banks and high tech companies.

The owner had worked with a security company for more than a decade. The cooperation pattern was that the security company provided surveillance system and on-site visit by security patrol whenever an alarm was triggered. The owner paid NT\$2600 a month for the service, and patrol visits were of extra charges.

The owner happened to learned from friends in the same business that the price of surveillance system was much more affordable than 10 years ago, and that the image quality was much better than that of the surveillance system provided by the security company. Considering both the cost and the quality, the owner decided to part with the security company, and to choose A-Tec' s 720P DTV digital surveillance system.

BENEFITS

The DTV surveillance products work perfectly with the cables installed originally for the old analog cameras. All there left to do was to replace the analog cameras with 720P DTV HD cameras and the analog video server with DTV video server. The image quality was upgraded immediately from 480k pixels to 1.3M pixels. The installation was fairly easy since there was no need for re-cabling. The technicians started the job early in the morning when there were not many customers and in less than two hours the system was up and running. The installation did not affect the daily business at all.

The owner is very satisfied with the greatly improved image quality. Shoplifting is a nightmare for a small shop like LA Boutique. Although the old, outdated analog cameras could catch the process of shoplifting, the blurred images provided little information of the thief' s identification to help the police to clear the case. Now with the HD surveillance system, shoplifters are nowhere to hide and the shop owner' s

benefits are well-protected.

In addition, the new DTV surveillance system features browsing through smart phone or tablet. The corresponding APP allows the users to monitor the place stealthily. In case of something unusual, the surveillance video is available through the smart phone or tablet in real time. Not having to be in the shop to keep an eye on what is going on, the shop owner does feel safer, easier, and happier.