

## An Online Buyer Uses DTV Products to Upgrade Security System by DIY

Site Name	Western Park Village
Country/ City	New Zealand/ Auckland
Industry	Large Areas
Solution	DTV 1080P Digital HD System
Solution Provider	Ubiquiti Smart Technology Inc.
Reasons of Adoption	<ul style="list-style-type: none"><li>■ Retrofit without re-cabling</li><li>■ Long-distance transmission</li><li>■ Full HD video quality</li></ul>



### CUSTOMER NEEDS AND PROBLEMS

Located at an area with easy access to transportation and shopping in west Auckland, Western Park Village is a historic leisure park having 40 camp houses which can accommodate over 300 people. However, the lodging rate had declined from the early stage due to the careless management conducted by the ex-owner and the consequent drunk troubles caused by tourists and long-stay customers. The current owner took over the ownership 20 years ago. After camp-wise refurbishment and installation of a large number of surveillance facilities, the park becomes popular again, and the camp houses are often fully occupied.

In the summer of 2015, UST, one of ccHDTV alliance members, had received an E-mail from New Zealand, ordering for DTV cameras and DVRs. UST was surprised since they haven't conducted any marketing activity in Australia or New Zealand. By asking the client how he learned about DTV and why he decided to make this order, UST knows that the client is the owner of the park and he manages all the marketing and booking online, so he is used to solve problems by finding solutions on the internet. The client said that the coaxial cables in the park have been installed for 17 years. The aging cables caused blurry and discolored images, so he replaced the CCTV analog system to 720P analog HD cameras and DVRs. At first, although the images were not as clear as expected, the situation of the park can still be seen properly. Unfortunately, half year later, the image quality declined rapidly from the acceptable "can be seen" to "full of noise and ripples", which was no better than that of the previous CCTV system. The contractor in responsible for the project said that, having weathered for 17 years, the cable quality did affect greatly the transmission of the analog video signal. It was the cable rather than the equipment that causes the problem. The contractor suggested replacing the cables and offered a quotation.

Because the labor cost in New Zealand was relatively high, the cost for re-cabling turned out to be even higher than the cost of the entire system (hardware). The lessons learned from this experience remind the client to think twice before making a decision. He decided to surf on the internet and to study the surveillance products himself, hoping to find a solution which can work on the exiting cable and even can be installed by himself. Lucky for him, he found the DTV products from Taiwan.

## **CUSTOMER BENEFITS**

After discussing with the client and understanding the environment and requirements of this case, UST suggested the high-end cameras with built-in SONY sensors. The choice of the SONY sensor was because it supports WDR function, which can cope with the wide light intensity change of the cameras installed outdoor. The WDR function will adjust the exposure smartly, making the images taken under dark environment clearer.

Because DTV is a digital system, the troublesome noise and impedance due to the 17-year-old cables is barely a problem. The client spent only a small amount of money on purchasing cameras and DVRs and a few hundreds of US dollars on international air freight, yet saved a great deal of money on cables and labors for re-cabling. He cannot be more satisfied with this internet shopping experience.