

Replace Surveillance System without Operation Disruptions

Site Name	Welland Plaza
Country/ City	Adelaide, Australia
Industry	Retail
Solution	DTV 720P Digital Surveillance System
Solution Provider	A-Tec Subsystem Inc.
Reasons of Adoption	<input checked="" type="checkbox"/> Retrofit without recabling <input checked="" type="checkbox"/> Full HD video quality <input checked="" type="checkbox"/> No operation/service disruptions



CUSTOMER NEEDS AND PROBLEMS

Welland Plaza is a large shopping center in Australia that houses 30 shops, including supermarket, apparel, supplies, hardware, and general goods, basically the whole shebang for everyday life. The owner started with conventional CCTV analog cameras. Apparently, there was the typical problem with the analog cameras: when the cable quality deteriorated to a certain degree, the level of the analog signals and thus image quality started to deteriorate. In this case, it started with ripples over several channels and the colors of images changed, and finally the images were gone completely. The malfunctioned system provided no surveillance at all, so the owner decided to upgrade the system.

One big concern of the owner was the time to renovate the whole system. In Australia, where the social welfare is good, the shortage of workers and the increase of wages are common for outdoor jobs. A project requiring long hours needs to be coordinated with the schedule of workers, and that is a potential problem for the owner and the business. Apart from that, Welland Plaza opens 7 days a week. It opens from 6am to 9pm on weekdays and closes at 5pm in the afternoon on weekends. One less day of business means one less day of making money, but the owner still have to pay the employees. The owner was hoping the contractor could finish everything in just one day without compromising the business, and he would also like to keep the labor cost as low as possible.

Knowing what the owner wanted, a local contractor introduced to the owner the DTV digital HD surveillance system. For replacement, the contractor only had to replace the analogue cameras with DTV cameras and the analogue recording server with the DTV digital recording server. The pre-installation evaluation suggested that no cable change was required thanks to the low demand of digital system for the cable quality, and therefore, the man-hours were reduced significantly. The owner jumped on it as soon as he learned the unique features of DTV products.

BENEFITS

In this case, the owner selected the “720P, 1.3 megapixel HD solution” over the “1080P, 2 megapixel HD solution” because of the cost consideration. Regardless of the video resolution, no cable change is required as long as it is a DTV solution. The money was saved in terms of cable replacement and installation, as opposed to competitive non-DTV solutions (e.g. IP-based or analog HD).

The efforts of upgrading to DTV HD surveillance system were minimal. At the sales floor and parking lot, the installer replaced only the cameras. At the shop office, they installed the new DTV recording servers and TV-wall monitors. The installation procedures were simple and quick with only a handful of steps. The contractor managed to finish the job within a day without compromising the daily business. The owner was satisfied with the smart and correct choice he made. The surveillance system of the entire shopping center was replaced far more easily than the owner imagined.

The video quality does not deteriorate since DTV is a digital system, and there will not be any discoloring, noise or snowflake on the screen due to the deteriorating cables. In addition, the 1.3 megapixel image quality is exactly what the owner expects for the image quality.