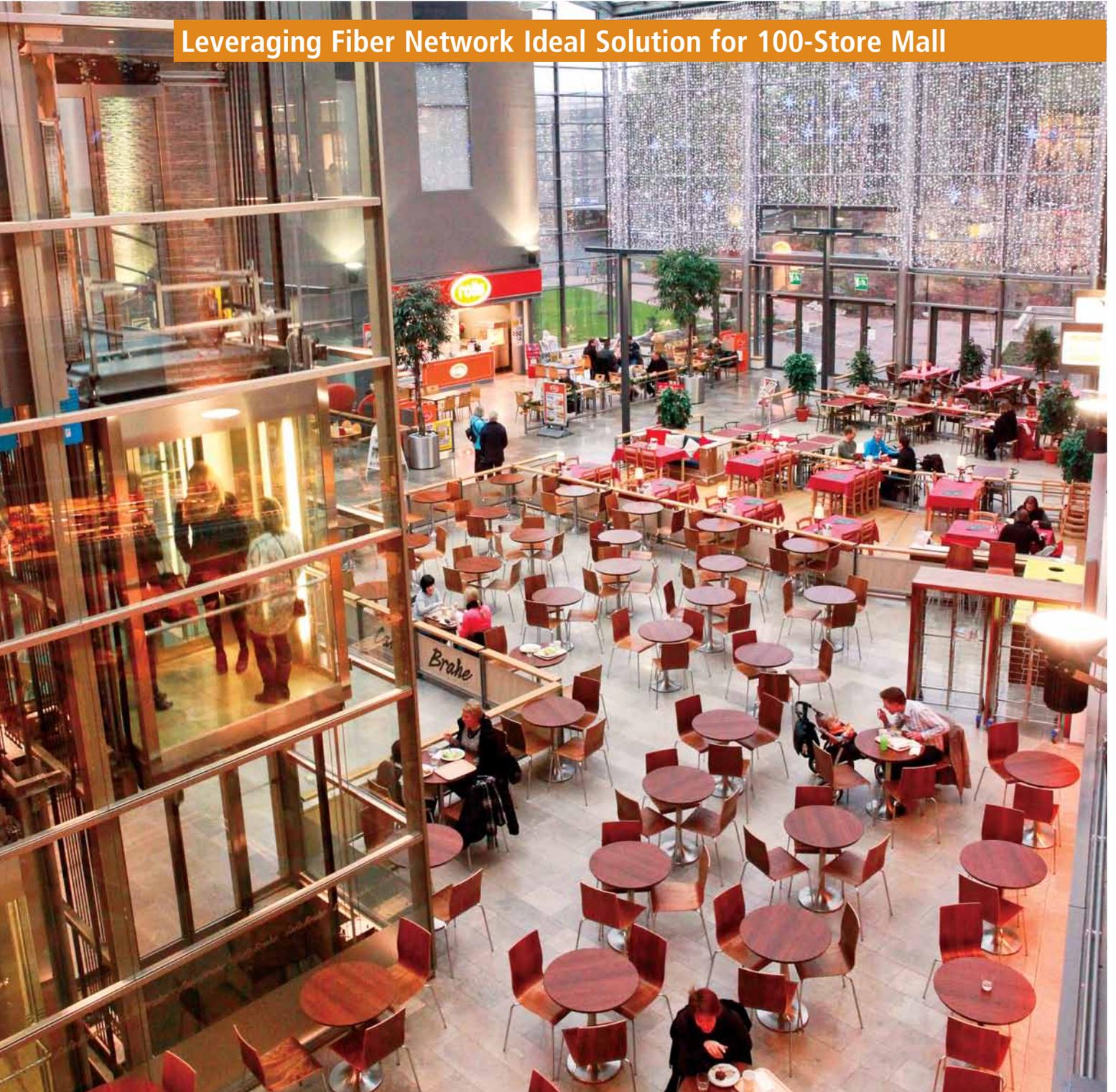


Finnish Shopping Center Selects Hybrid System

Leveraging Fiber Network Ideal Solution for 100-Store Mall





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— **Kimmo Luoto**,
Managing Director, Tele-Projekti Oy

System designers responsible for specifying a video surveillance system for a new shopping center in Turku, Finland, didn't have to think twice about leveraging the facility's fiber network.

Architects and engineers around the world have embraced the wisdom of a single fiber network for data and security systems in new construction projects like corporate campuses, warehouses, shopping centres and government buildings.

Teleprojekti Oy, a March Networks® Certified Solution Provider based in Turku, had the perfect solution for Skanssi Mall, a 37,700-square meter shopping center that opened its doors to shoppers in April 2009. The mall boasts close to 100 stores, a supermarket, a food court and ancillary services.

The security systems integrator won the video surveillance contract with a proposal for a hybrid system consisting of VideoSphere network recorders, March Networks Edge 4 Encoders and third-party analog cameras, all streaming to a single, 16-terabyte storage platform.

March Networks VideoSphere MegaPX 720p high definition cameras were also acquired to capture high quality video at strategic locations, including mall entrances, said Tele-Projekti Oy's Managing Director, Kimmo Luoto.

Skanssi Mall's monitoring center makes use of March Networks VideoSphere Edge Decode Stations to stream live images to a video wall consisting of twelve 19-inch overhead monitors, offering security officers an overview of pedestrian and vehicular activity in the mall and adjacent parking areas.

Monitoring personnel are able to take advantage of the pan-tilt-zoom capabilities of mall cameras by using a mouse and March Networks VideoSphere SiteManager software, said Luoto.

“It's very user-friendly and allows the security officer to zoom in on a person of interest or an incident to record video and save it for identification purposes.”

If an incident requires immediate intervention, monitoring personnel in the Skanssi Mall monitoring center dispatch security guards to the scene using radio communication.

The state-of-the-art VideoSphere MegaPX 720p IP cameras send high-resolution images over the network at high frame rates to ensure exceptional detail and motion capture. The cameras combine megapixel quality and 16x9 HD format with H.264 video compression.

The compression technology enables Skanssi Mall to archive higher quality video for longer periods of time while significantly reducing bandwidth and storage costs. The Power over Ethernet (PoE) design of the MegaPX 720p camera allows easy installation without the burden of additional cables for power.

The Edge 4 Encoders use H.264 or MPEG-4 compression to digitize and consolidate video from analog cameras onto a standard IP network. The combination of analog cameras and encoders is ideal for a large facility such as Skanssi Mall, allowing it to leverage cost-effective analog technology

and substitute lengthy coaxial cable runs with a single network connection, saving as much as 30 per cent in labor and cabling costs.

The encoders, recorders and IP cameras support a range of video analytic applications should Skanssi Mall choose to take advantage of them at some point in the future. Video analytics enhance security by detecting perimeter or area breaches, unattended objects, and other undesirable or suspicious incidents. The software detects camera tampering in real time and also promotes more proactive system maintenance by alerting staff to camera obstructions or changes in camera positioning that may otherwise go unnoticed. Incidents such as blocked aisles or fire exits can also be detected and addressed quickly.

Designers responsible for specifying and selecting the video surveillance equipment at Skanssi Mall looked at a number of systems, but chose a March Networks solution because of its intelligent networking capability and the reliability of the product, said Luoto.

“The customer is very pleased with its March Networks technology and has used it to successfully investigate and resolve traffic accidents on mall property as well as several incidents of vandalism.”

TELE-PROJEKTI OY

Founded in 1975, Tele-Projekti Oy (www.teleprojekti.fi) is a security system integrator and CCTV importer based in Turku, Finland. The company specializes in CCTV, access control, alarms and communication systems. To contact a sales representative, please call +358 10 424 0300 or email kimmo.luoto@teleprojekti.fi

SKANSSI MALL

Skanssi Mall (www.skanssi.fi) is a 37,700-square meter shopping center with close to 100 stores and ancillary services. It is owned by Helsinki-based CapMan, a leading alternative asset manager with an investment portfolio of hotels, office buildings and shopping centers worth 3.5 billion Euros. Skanssi Mall opened its doors to shoppers in April 2009.