



Dutch Apartment Dwellers Welcome Peace and Quiet

VIDEO SURVEILLANCE COMBATS VIOLENCE, VANDALISM AND DRUG DEALING

RESIDENTS of a social housing community in Veenendaal, a Dutch city 60 kilometers southeast of Amsterdam, are breathing a sigh of relief following the deployment of a state-of-the-art March Networks® video surveillance system.

Prior to a trial deployment in one apartment building in July 2008, residents ranked their sense of safety as 3.5 on a scale of one to 10. Following the six-month trial, the number shot up to 7.5. Plagued by violence, vandalism and drug dealing, residents applauded the social housing agency for taking steps to rid their building of criminals and troublemakers.

The social housing agency awarded a contract to security systems integrator Van der Perk Beveiligingstechniek for the first seven of its 150 apartment buildings in March 2009. A decision to equip an additional seven buildings was made in July.

The unique solution designed by Van der Perk Beveiligingstechniek, a March Networks Certified Solution Provider, goes far beyond the passive video surveillance installations typically found in apartment buildings around the world, said Sales and Marketing Manager Jeroen van Riet.

The system relies on March Networks' VideoSphere Analytics and a 24/7 monitoring center in Belgium to respond in real time to potential threats. Loitering, fall detection and panic alarm analytics alert security officers to groups of young people hanging out or engaging in physical violence in and around the apartment buildings. Additional analytics alert security officers to camera tampering, left objects and system malfunctions.

The monitoring center is equipped with March Networks decode stations and Site Manager software to display live video feeds on overhead monitors. Alarms triggered by the video analytics bring live video of



Alarms triggered by loitering, fall detection and panic analytics bring live video to the attention of security officers at a 24/7 monitoring center equipped with Networks decode stations and Site Manager software.

the occurrence to the attention of security officers, who then assess the threat and dispatch emergency services, private security or building management, depending on the severity of the incident.

"They have to determine the priority level and decide who to call," said van Riet. "If it's a fire or an assault, they'll call the police or fire department, but if it's something less serious, they'll call building management."

System performance alerts such as hard drive issues generated by March Networks' Enterprise Service Manager software are reported to the system integrator's 24/7 service department.

Building managers equipped with PDAs and March Networks' VideoSphere™ Pocket software are also in the loop, receiving alarms and streamed video generated by the video analytics. "It gives them a preview of what's happening and helps them decide how to respond," said van Riet.

Each building is equipped with a March Networks VideoSphere recorder and up to

nine cameras covering the building perimeter, front entrance, elevators and storage areas. When troublemakers vandalized cameras and broke into a locked technical room to damage the recording equipment during the initial trial, the social housing agency and the systems integrator decided to stream video to a data centre in Amsterdam for safe storage.

"Now, we are 100 per cent sure that if a camera or NVR is vandalized, we always have a backup at the data center," said van Riet.

Superior video analytics, advanced video compression technology and a track record for reliability all contributed to the customer's decision in favor of a March Networks solution.

"We were competing against one other vendor with a solution that was priced significantly less per apartment building, but in the end the customer chose us and the March Networks solution we proposed," said van Riet. "We won them over with our passion for the product and our ability to offer a total solution."