Searchlight Delivers Video-Based Business Intelligence

March Networks had a great start to 2015 with the launch of our new Searchlight4 video-based business intelligence solution in January at Retail's Big Show in New York City.

Searchlight meets a need in the retail and banking markets for new capabilities that help improve performance and profitability in an increasingly competitive landscape. The software also builds on the video investments our customers have made previously by helping them solve business problems that go beyond more traditional loss prevention and security applications.

The timing is absolutely right to introduce these capabilities.

Organizations began deploying networked video surveillance years ago for better, more integrated security. Many forward-thinking retail and banking customers took that a step further and implemented software that combined surveillance video with point-of-sale or ATM/teller transaction data. The integrated data and software tools enable dramatically faster loss and fraud prevention, and produce much stronger case evidence.

Today, the operations and marketing groups within these organizations are starting to realize that video can help them make improvements as well. But to be effective, the video has to be married with data that is most relevant to those functional groups.

Searchlight integrates video and transaction data with intelligent analytics like people counting, queue length and dwell time captured by our new MegaPX Indoor Analytics Dome camera. It combines all of that information in a browser-based software dashboard that can be customized for different views and automated reports. With Searchlight,

an organization's investment in a security surveillance system is now a key source of insight for multiple groups.

As you'll read in this edition of *March Network News*, the integrated data can be used to compare how long customers are waiting in line for teller service at multiple banking branches, or match the number of people that come into a store versus the number of sales to analyze conversion rates. It can see how long a person stands in front of a promotional display at a store, and how well that same display performed at other locations. Of course, the same data is still critical to security and loss/fraud prevention teams.

As more organizations work to tie together different data sources to gain better insights into their business, video is poised to play a critical role. It's a huge source of real-time data that can capture and replay virtually everything that happens in a store or banking branch and provide immediate context to the viewer.

Our excitement about Searchlight is shared in this issue of *March Network News* by Rowan Allsop, who heads up loss prevention for Japanese retailer Uniqlo's growing footprint in Australia.

Rowan knows all about exception reports that take hours and hours to sift through from his past experience working for a chain of 340 stores.

Decrying what he refers to as "swivel chair loss prevention," Rowan explains he'd get exception reports showing voids and refunds, read through them and have to swivel around in his chair to review the video using a separate system.

"The best thing about March Networks for me is Searchlight for Retail," he confides.

From extensive discussions with our retail and banking customers, we know there are a lot more people out there like Rowan Allsop who are looking for better tools to help them work more efficiently and achieve their business objectives.

Searchlight is a real game changer that elevates March Networks from its current status as a global leader in enterprise video surveillance to a provider of video-based business intelligence.

We look forward to reporting further on the success of Searchlight and its value to our retail and banking customers in future issues of *March Network News*.

Peter Strom
President
and CEO,
March Networks

contents

COVER STORY -4

Uniqlo Australia Sold on March Networks' Loss Prevention Solution

Lightning fast searches display suspicious transactions with links to associated video.

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Uniqlo Sold on Searchlight

March Networks Software Does Away with "Swivel Chair Loss Prevention"

From its humble origins as a chain of small men's wear shops in 1949, and the opening of its first unisex casual wear store in Hiroshima in 1984, Japanese retailer Uniqlo has emerged as a global retail giant with some 1,500 stores in 16 countries.

A subsidiary of Fast Retailing Company Ltd., the brand distinguishes itself in the market as a specialty retailer of private label apparel. Uniqlo is currently in the midst of ambitious international expansion, including plans to grow its Australian footprint in 2015.

When Uniqlo brought Rowan Allsop onboard to oversee loss prevention for its expansion into Australia, the selection of a video surveillance system was an immediate priority.

At the time, the opening of Uniqlo's flagship store in the glitzy Emporium, a 225-store shopping center in downtown Melbourne was underway and the store was already equipped with a video surveillance system. The technology was sufficient, but not what Allsop had in mind given Uniqlo's ambitious plans for expansion in the country.

Following extensive discussions with colleagues in loss prevention and a recommendation from Asset Security Concepts, one of Australia's premiere security systems integrators, Allsop selected a state-of-the-art March Networks video surveillance system for three more stores set to open later in the year — one in Melbourne's Chadstone Shopping Centre and two in Sydney.

"The best thing about March Networks for me is Searchlight for Retail," said Allsop.

"For years, we've had to put up with what I call swivel chair loss prevention. We get our exception reports showing voids and refunds, read them and swivel around in our chair to look up the video using a separate system. With Searchlight, I don't have to swivel around in my chair. I read the report, click on a little icon and, bang, the video's right there."

March Networks Searchlight™ for Retail integrates high-quality surveillance video with point-of-sale (POS) transaction data, allowing lightning fast searches across dozens or hundreds of stores to detect instances of internal theft. Users can customize reports to view transactions potentially indicative of theft and receive daily reports with thumbnail images from multiple cameras or locations to check for suspicious behaviors, such as people entering inventory rooms and other sensitive areas.

"I used to work for a chain of 340 stores before joining Uniqlo and investigating exception reports took hours and hours," said Allsop. "With Searchlight, I can check if there's a customer there at the time of a voided transaction and get to the bottom of things a lot quicker."

The software also gives retailers such as Uniqlo the option of integrating analytic data from the MegaPX Indoor Analytics Dome camera to gather intelligence on operations,

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"It's important that we have a video surveillance and loss prevention system that can scale up and equip us to efficiently control our losses and manage our risks."

— **Rowan Allsop,** Loss Prevention Manager, Uniqlo Australia

customer behavior and promotional success to inform future business decisions and help drive performance.

The three stores that opened in September, October and November of 2014 are equipped with March Networks 8532 Networked Video Recorders (NVRs) and a mix of March Networks MegaPX 360 Indoor Domes and Axis IP cameras.

"I know that 360 cameras have been around for a number of years, but making them work and making them user-friendly has been challenging," said Allsop. "The March Networks 360 cameras are new age technology. We trialed one at the Chadstone store and loved it. We use them extensively on the sales floor. It does

a great job, an absolutely brilliant job."

Pan-tilt-zoom cameras, by comparison, are difficult to align and are only able to capture video where the camera is pointed, said Allsop. The March Networks 360, however, records the full field of view all the time and includes a digital PTZ function that lets you zoom right in on any view for more detail.

Video configuration, management and viewing is powered by March Networks Command, an industry-leading video management system (VMS) with full-featured browser-based client software. Command supports a broad range of analog and IP cameras, including

March Networks' own portfolio of high-definition cameras. It also enables remote viewing of video on iOS and Android devices using March Networks Cloud.

The browser-based Command software eliminates the need to install, manage and update software on user workstations, relieving the burden on IT.

The four stores in Australia are just a start. Two more stores are set to open in May — one in Parramatta and the other in Miranda, both suburbs of Sydney. A seventh location is scheduled to open by the end of the fiscal year and, by 2018, there are plans for as many as 50 stores, said Allsop.

"The best thing about
  March Networks for me
  is Searchlight for Retail."

— Rowan Allsop,
Loss Prevention Manager, Uniqlo Australia

"With that kind of growth, it's important that we have a video surveillance and loss prevention system that can scale up and equip us to efficiently control our losses and manage our risks."

From his office in Melbourne, Allsop and his loss prevention team are able to view live or archived video from all of Uniqlo's locations in Australia.

"Being able to dial in post incident is absolute gold," he said. "It allows us to respond quickly, to meet with our crisis management team in the boardroom and review video from any store experiencing an incident."

Down the road, Allsop also hopes to interest operations management in using the video system for merchandising oversight. They can check to see if the stores are clean, if the shelves are stocked and if the merchandise is properly displayed. By broadening the use of the system to include operations, Allsop hopes they'll also contribute to its cost.

The older technology installed in Uniqlo Australia's flagship Emporium store in downtown Melbourne will have to suffice for now, but will eventually be replaced with March Networks NVRs in order to realize the benefits of a common, enterprise-wide video surveillance and loss prevention system. ▼

Asset Security Concepts

Asset Security Concepts (**www.ascpty. com.au**) is an Australian security systems integrator serving customers in the retail, financial and commercial sectors with a broad range of security solutions, including video surveillance and access control.

A March Networks certified provider, Asset Security Concepts serves its customers from offices in Sydney and Brisbane.

Welcoming Experience, Safety Go Hand-in-Hand

North Dakota Bank Upgrades to 8000 Series Hybrid NVRs

When people visit one of Gate City Bank's 34 locations in North Dakota and western Minnesota, they can expect a welcoming experience. A fireplace, comfortable leather seating, freshly baked cookies, a hot beverage, original artwork and beautiful finishes make for a warm and inviting atmosphere. Warm wood finishes, self-serve coin sorters built into the cabinetry and televisions tuned to home and garden networks complete the picture.

THE requisite video surveillance cameras are there, too, but you wouldn't know it.

"Protecting the Bank's employees, customers and assets is my number one priority," said Senior Vice President, Security Officer and Office Services Manager, Jay Krabbenhoft. "The Bank wants everyone visiting us to have an ideal experience."

Gate City Bank installed a March Networks video surveillance system in 2007 and partners with Diebold Inc. as its security systems integrator. Together, March Networks and Diebold ensure that the Bank's employees, customers and assets are safe and secure, that the system is reliable and that authorized users are fully trained to operate the equipment. Recorders and cameras may be out of sight or designed to blend in, but that's as it should be.

The look and feel of Gate City Bank's offices is no accident. It's a deliberate strategy designed to establish the Bank's uniqueness in the market.

> **"Protecting the bank's employees, customers and assets is my number one priority. The bank wants everyone visiting us to have an ideal experience."**
>
> — **Jay Krabbenhoft,**
> Senior Vice President, Security Officer and Office Services Manager

Security design is a collaborative effort by a team that includes Krabbenhoft, architect Andy Koedam, Vice-President of Fargo architectural firm Wild CRG, Jeff Sedler, owner of ISED Communications, and Diebold.

"When we look at any facility renovation, whether it's a new drive-up, a new branch office, or the renovation of corporate departments, we take a comprehensive look at things," said Krabbenhoft. "That always includes our security cameras and equipment."

In designing a new office, for example, Gate City's architect pays special attention to soffit heights, ceilings, furniture and light fixtures to ensure clear camera views.

"We concern ourselves with the color and shape of the camera housings to fit the décor and to make sure they're pleasing from a customer standpoint," said Koedam. "We even paint the housings to blend in with the color scheme."

The same goes for the server room and computer racking areas. "It has to look organized and professionally installed," said Krabbenhoft. "This builds confidence in our security systems.

"That's what we demand of our vendors and it's one of the reasons we chose March Networks because they're able to meet and exceed our expectations."

Gate City Bank is in the process of upgrading to March Networks 8000 Series Hybrid recorders and the company's Command video management system (VMS) software in all of its branches, as well as at its seven-story corporate headquarters in Fargo.

The 8000 Series recorders come in 4, 8, 16 and 32-channel models, allow users to transition from 100 percent analog to 100 percent IP video and feature March Networks' unique docking station design for quick and easy installation and servicing. An internal backup battery guarantees systematic shutdown in the event of a power outage and real-time health monitoring ensures optimal performance. Each 8000 Series NVR also features a QR code on the recorder chassis that technicians can scan using a free March Networks GURU smartphone application. This industry-first approach allows technicians to troubleshoot an issue, access warranty information and view video tutorials on their mobile device.

In addition, the Command VMS enables administrators to configure, manage and view video right from their Internet browser, eliminating the need to

install software and manage updates on individual computers.

Gate City's cameras are a mix of March Networks MegaPX WDR MiniDomes and Axis IP cameras.

The physical security, internal auditing and fraud departments, as well as office managers and supervisors, all have access to the system. User privileges are configured appropriately to ensure employees only see video associated with their areas of responsibility.

The system is used to investigate suspected incidents of fraud and there are frequent requests for video from police. If the fraud department has a video capturing a fraudulent incident, they'll email the image to all of the other offices and ask tellers to be on the lookout for the individual.

Alise Rotramel, Gate City's Diebold representative, visits each office annually to make sure that Gate City employees are comfortable with the security equipment and to answer any questions they have. That's important "because in the event of a fraudulent incident, we want them to feel confident that the equipment is at peak performance," said Krabbenhoft.

Diebold provides service and support for the video surveillance system, but Gate City doesn't hesitate to call March Networks directly or ask Diebold to call on its behalf.

Robert Ross, who recently joined the Bank as Assistant Security Manager, needed to get up to speed on the system quickly and received one-on-one training from a March Networks employee via video conference.

"I learned how to operate the system and feel comfortable with it," said Ross. "It was very intuitive. It is a great asset to know that I have March Networks there to help in any situation or issue I may come across."

Diebold's Alise Rotramel is a big fan of March Networks technology and the company's commitment to backward compatibility, ease of use and customer support.

"If I ever have an issue or a question, everyone is so willing and ready to help take care of a customer," she said. "That alone makes me want to recommend March Networks first because when you have a recorder go down or when you're not able to retrieve video, a quick turnaround is very important. If it takes days to get a response, it doesn't sit well with the customer. With March Networks, I always know that it's going to get resolved and that I'll be kept in the loop about the progress they're making." ▼

GATE CITY BANK

Gate City Bank is a regional financial institution offering a full range of financial services, including personal banking, business banking, mortgages, loans and financial planning. Headquartered in Fargo, Gate City has 34 offices in 19 North Dakota and western Minnesota communities with over 500 employees and $1.8 billion in assets. **www.gatecitybank.com**

Diebold Inc.

Diebold, Incorporated (**www.diebold.com**) is a global leader in providing innovative self-service technology, security systems and related services for financial institutions. Diebold has approximately 16,000 employees worldwide and is headquartered near Canton, Ohio.

March Networks Launches Searchlight4

New Release Transforms Video into a Key Data Source for Improved Customer Service, Operations and Marketing
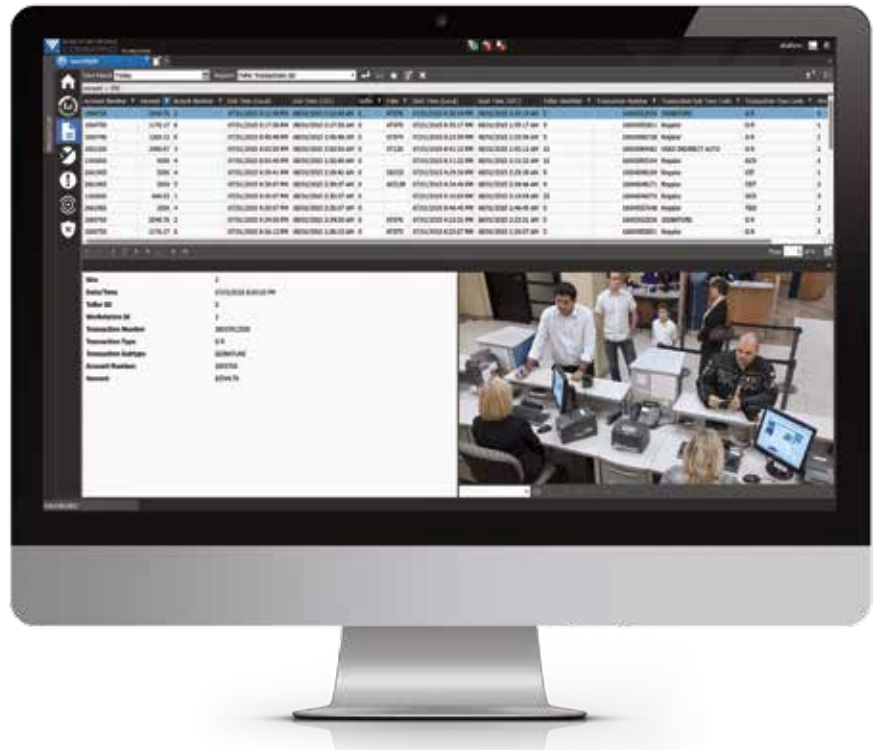
YEARS ago, when cell phones were introduced, you couldn't do much more than use them to make phone calls. Today, your cell phone is also a camera, a radio, a stopwatch, a flashlight, a source of news and so much more.

With the launch of March Networks Searchlight™ for Retail and Banking, the same holds true for video surveillance systems. While retaining video's core benefit as a powerful security and loss prevention tool, Searchlight introduces new capabilities that transform video into a key data source for improved customer service, operations and marketing.

The software provides retailers and financial institutions with graphical dashboard displays and reports detailing customer counts and dwell times, conversion rates and queue length statistics for one or multiple locations. It allows them to quickly gauge the efficiency of tellers and cashiers, measure the success of retail endcaps and other marketing displays, and provide management with a quick visual overview of store or branch traffic, conversion rates, customer service and merchandising.

All of this makes March Networks Searchlight a complete solution for banking and retail organizations that want to make the most of the investments they've already made in video surveillance.

Along with high-quality video and point-of-sale (POS) or ATM/teller transaction data, Searchlight software integrates data from people counting, queue length and customer dwell time analytics captured by March Networks' MegaPX Indoor Analytics Dome camera.

The people counting functionality, for example, provides an overview of occupancy levels at intervals over time, allowing management to adjust and improve staffing schedules. Occupancy counts can then be correlated with transaction data to highlight conversion rates, an important metric reflecting store or branch performance.

Similarly, queue length and dwell time analytics help organizations track customer wait times, schedule cashiers and tellers, and assess their efficiency. Point-of-sale systems can monitor the number of transactions by time of day, but they can't tell from that alone how many people are waiting in line, or walking out the door if the lines are too long. Armed with these metrics, management can adjust staff schedules and provide extra

training to an employee who consistently takes longer to serve customers.

Dwell time analytics can also be used to measure the effectiveness of merchandise displays or end-caps by counting the number of customers who spend more than a user-defined amount of time in front of them.

Importantly, Searchlight conveys these metrics in a dashboard format using charts, graphs and tables that are easy to filter and analyze.

Using a video surveillance system to check on remote locations is appealing and doable, but isn't the most efficient use of a manager's time. Searchlight's Operation Audit delivers a daily report complete with thumbnail images of remote locations from selected cameras at user-defined intervals through a day. This enables management to quickly spot-check multiple locations, gauge customer traffic and monitor operational efficiency. The auditing feature can also be used to provide a daily report with thumbnail images of events such as the opening of a back door or a vault. If the image shows a kitchen helper walking out the door with a box of steaks or a few bottles of vintage wine, the manager or owner can simply

click through to the associated video to get a complete record of the incident and save the clip for evidence.

The ability to integrate video and transaction data has been possible for several years. Investigators using earlier versions of video and data integration technologies could produce exception reports detailing voids, refunds or no-sales and click through to the associated video to check for fraudulent activity.

What's different now with March Networks' release of Searchlight4 is that this information is captured, aggregated and displayed in a dashboard view for instant detection of anomalies and potentially suspicious behavior. For example, a bar chart showing the number of voided transactions by cashier over a defined period of time may show one cashier with a lot more voids than anyone else, or an unusual number of sales for less than a dollar. Searchlight can do the same for refunds, discounts or any other user-defined transactions for one or many locations.

Investigators can then zero in on the most glaring indications of fraud by running a report filtered by employee and transaction type, again with links to the associated video.

Investigators can zero in on the most glaring indications of fraud by running a report filtered by employee and transaction type with links to the associated video.

In a banking application, fraud investigators can view a summary of withdrawals or deposits by branch in a dashboard display, then produce a transaction report filtered by teller, ATM and transaction type. Clicking on a transaction brings up the receipt and an associated video snapshot, providing the investigator with evidence of fraudulent behavior.

By integrating ATM transactions with March Networks' analytics, Searchlight is able to alert investigators to potential ATM fraud. It does this by correlating the presence of a person at an ATM with the absence of a transaction — behavior potentially indicative of someone installing a skimming device — and by highlighting the presence of one individual making multiple withdrawals using different bank

cards — behavior potentially indicative of cash harvesting. Upon receipt of a report, fraud investigators can link to video of the suspect, disable the ATM, cancel bank cards and proactively advise customers that their accounts have been compromised.

Analytics can also be used to alert investigators to banking or retail transactions where no customer is present. In a retail environment, cashiers may ring up a sale for less than a dollar to open the cash drawer, while in a banking environment, tellers may cash a fake check and pocket the money. If there is no customer present in either scenario, the transaction is flagged for further review.

So, video surveillance has come a long way in the last 10 years. Through the confluence of technologies, it's a more powerful security and surveillance tool. And with applications like March Networks' Searchlight for Retail and Banking, it has also evolved into a true business intelligence tool with dedicated uses completely separate from security that can have a wide-ranging impact on overall business performance and profitability. ▼

SEARCHLIGHT

Video Surveillance Exceeds Expectations

Transit Authority Reports Liability Claim Payouts Down 80 to 90 Percent

The Capital District Transportation Authority (CDTA) serving the New York State capital city of Albany and surrounding counties has seen an 80 to 90 percent decrease in liability claim payouts since deploying a March Networks video surveillance system in 2007.

WITH video evidence from mobile digital video recorders on about 150 of the transportation authority's fixed route buses, investigators sometimes discover that people claiming sore necks and backs from an abrupt stop or fall don't always accurately report what happened, said Rick Vines, CDTA's Director of Risk Management.

"The March Networks video surveillance system has exceeded my expectations as well as the expectations of the whole management team," said Vines.

The video surveillance system also captures activity at several bus garages, an administrative and call center facility and a train station all owned and operated by the transportation authority. The busy Rensselaer Rail Station, equipped with six March Networks recorders and approximately 100 cameras, serves Amtrak's Lakeshore Limited, which offers daily service between Chicago and Albany with connections to Boston and New York City. One of the busiest commuter stations in the U.S., Rensselaer also serves Amtrak routes connecting New York City, Toronto and Montreal.

The combined fixed and mobile video surveillance system consists of approximately 170 March Networks hybrid recorders and 1,500 cameras.

CDTA's fixed route buses are typically equipped with eight cameras — one on the dash covering the road, two mounted on the exterior covering side views, and five cameras recording events at the fare box, the front and back doors and the interior of the bus. Two microphones per bus also record audio at the driver's station and at the rear door.

In the event of a reported incident involving a CDTA bus, CDTA's Risk Management Director and /or Safety and Operations staff use March Networks video management software to retrieve the video clip(s) required to investigate the incident. The process for this starts by indicating the date and time, as well as the bus on which the incident is alleged to have occurred. When the bus returns to one of CDTA's three garages and is within range of a wireless hot spot, the requested video is automatically downloaded to the server.

The video surveillance system provides evidence for the review of liability claims along with the usual safety and security issues. It's also effective as a deterrent and is a great training tool, especially for bus operators.

"In the event of a security issue, we're able to access video to determine exactly what happened," said Vines. "In one case several years ago, for example, a student fired a pellet gun at one of our buses. No one was hurt, but a window was damaged and had to be replaced. The video enabled us to get a good image of the person, and we were able to identify him and work with the school district to hold him accountable and get restitution.

"The video surveillance system also helped us to identify a passenger who made a continual habit of boarding a

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The Capital District Transportation Authority

The Capital District Transportation Authority (CDTA) was created in 1970 by the New York State Legislature as a public benefit corporation to provide regional transportation services by rail, bus, water and air. CDTA is the premier mobility provider in New York's Capital Region, providing local, express, commuter and bus rapid transit services. CDTA owns and operates the Rensselaer Rail and Saratoga Springs Train Stations. Today, nearly 650 people work to deliver a transit system that transports more than 60,000 customers each weekday. **www.cdta.org**

bus and refusing to pay. After several failed attempts to get him to comply, we ultimately posted his image internally and suspended him from using our services."

The mobile video recorders have sufficient internal storage to ensure the availability of video evidence following an incident.

A technologically-progressive organization, CDTA is currently upgrading its video surveillance systems with the addition of IP cameras on its buses and in its facilities. It's also replacing legacy recorders with new March Networks 8000 Series Hybrid NVRs.

A new order of fixed route buses scheduled to join the fleet later this year will be equipped with March Networks' recently released RideSafe GT Series Hybrid Transit Network Video Recorders (NVRs). The GT Series recorders come in 8, 12, 16 and 20-channel models, allow for a transition from 100 percent analog to 100 percent IP video, and are managed using March Networks Command Enterprise video management software.

With the transition to the GT Series and 8000 Series NVRs at the facilities, CDTA will be able to manage its entire video surveillance system using the same Command Enterprise software platform and continue the transition to IP video over time as budgets allow.

In keeping with its commitment to leading-edge technology, CDTA has also introduced a mobile app that allows passengers to access real time route information, schedules, service advisories and maps on their smartphones. They can plan their trip and find out when their bus is coming.

"Our record ridership of 16.5 million in 2014 is definitely attributable to the emphasis we place on passenger safety and convenience," said Vines.

Last year, CDTA received a Gold Standard rating from the U.S. Department of Homeland Security's Transportation Security Administration (TSA).

The TSA's Baseline Assessments for Security Enhancements program ranks a transportation authority's security plans and systems, training and public outreach efforts, and identifies opportunities for improvement.

CDTA was one of only six mass transit agencies in the U.S. to qualify for the Gold Standard rating for 2013. ▼

"The March Networks video surveillance system has exceeded my expectations as well as the expectations of the whole management team."

— **Rick Vines**
Director of Risk Management, Capital District Transportation Authority

Get More ROI from Your Mobile Surveillance

Video Surveillance a Necessity for Transit Operators

by Douglas DeLeaver

Every day, millions of people in North America and around the world rely on public transportation to get them where they want to go. In some major U.S. cities alone, the number of people taking buses and trains on a weekday can top several hundred thousand.

It's no wonder then that transit authorities have made the safety and security of passengers their main priority. Guarding against accidents, crime and even terrorism is of upmost importance to operators, who are always exploring new ways to protect travellers.

More and more, video surveillance is playing a role in enhancing safety on buses and trains because it gives transportation authorities the ability to monitor operations on a 24/7 basis. In my experience, it's an investment that yields great returns, particularly when your surveillance system integrates both your mobile fleets and your transit stations or depots.

Safety First

As the former Chief of Police for the Maryland Transit Administration, I've seen crimes like theft, vandalism, assault and even homicide occur along transit routes. I firmly believe that video surveillance helps deter criminal activity because it discourages bad behavior.

When potential offenders see cameras, they know someone is watching. It makes them think twice about committing a crime if they know they're going to be identified. Having cameras inside fleets and at transit stations also provides more comprehensive coverage, so suspicious activity can be tracked wherever it occurs across an organization.

And with the kind of high-definition cameras and advanced video management systems now available, it's easier than ever to identify suspects. If a crime has taken place, we can very quickly search the system to find the required video evidence.

I believe the presence of video cameras also makes the public feel safer. This kind of assurance can help increase ridership and contribute to the overall health of a transit operation.

A Picture is Worth a Thousand Words

They say a picture is worth a thousand words; in my mind, that means video is incredibly valuable. It's a true image that can't be tampered with.

For a transit operator, video can prove indispensable in resolving liability claims because it is evidence of what occurred on a given date and time. It can very quickly be used to prove or disprove what took place in an incident involving a personal injury claim. Less time spent gathering evidence and resolving disputes can result in significant savings for transportation authorities.

A news report recently showed that one operator, the Southeastern Pennsylvania Transportation Authority (SEPTA), has seen a dramatic decrease in claims payouts since installing video cameras on its buses and trains.

Improve Operations

Employers often wish they had eyes in the back of their head to monitor operations in their absence.

Video is one tool that can be used to very quickly survey issues across a transportation network. Seeing what's taking place across an organization can help reduce operational inefficiencies and improve employee performance.

We've all seen troubling news footage of bus drivers talking or texting on their cell phones. Video surveillance can discourage this kind of behavior, enhancing safety for passengers.

Alternatively, it can also exonerate a driver if a false accusation is made.

It's not hard to see why video surveillance is quickly becoming a necessity for transit operators. From enhancing passenger and employee safety, to resolving disputes and improving employee performance, an integrated video surveillance system that covers mobile and fixed assets is an investment that can pay big dividends in the long-term.

Douglas DeLeaver is the former Chief of Police (Retired) for the Maryland Transit Administration Police Force. Throughout his 37-year career in law enforcement, he served in many senior roles including Maryland State Police Lieutenant and Superintendent of the Maryland Natural Resources Police. He has advised governments on security and counter-terrorism measures in critical infrastructure like public transportation.

March Networks Launches **RideSafe**

New Solution Provides Transportation Agencies with Comprehensive Oversight Across Their Entire Operation

APTA Expo, public transit's premier showcase of technology, products and services held in October 2014, was the perfect venue to debut March Networks' new RideSafe solution for bus, paratransit and passenger rail operators.

A true enterprise-class video surveillance offering, March Networks RideSafe™ provides transportation agencies with comprehensive oversight across their entire operation, including on transit vehicles, and in stations, depots and park-and-rides.

The intelligent video solution incorporates new RideSafe GT Series Hybrid Transit NVRs, mobile cameras and peripherals, and March Networks Command for Transit video management software. It enables operators to maintain the highest security for passengers and employees, respond quickly to emergency situations, and resolve liability claims faster and more cost-effectively with integrated case management and vehicle metadata evidence.

 Drawing on more than a decade of experience providing high-performance solutions to transportation agencies worldwide, March Networks designed RideSafe to deliver advanced features and innovations that set a new standard for transit surveillance.

Manage all onboard and wayside video assets with a single VMS solution

With the introduction of Command for Transit, transportation agencies can now manage both mobile and fixed March Networks recording platforms. The software comes complete with a powerful, browser-based interface that eliminates the need to install additional client software on users' systems, supports mass configuration, and makes software upgrades quick and easy.

Ensure video is there when it's needed

The new RideSafe GT Series platform delivers 'transit-tough' reliability for bus and passenger rail environments. Proven to withstand severe shock, vibration, dust and moisture to J1455 and IP65 standards, the ruggedized recording platform provides a host of data protection features including internal battery backup, hard-drive mirroring and real-time health monitoring via the Command software.

Transition from analog to high-definition IP video surveillance

The RideSafe GT Series is a hybrid recording platform able to support from 8 to 20 video channels with multiple analog/IP combinations. Transit operators can upgrade the mobile systems to increase IP camera capacity without purchasing additional NVRs — a cost-effective advantage for strategic IP camera adoption. The recorders integrate seamlessly with March Networks' portfolio of new, high-performance IP cameras, including the IR Wedge, IR MicroDome, Color and HD Forward Facing cameras, and the HD WDR NanoDome — all purpose-built for mobile environments.

Reduce service and maintenance costs

Augmenting RideSafe's unparalleled reliability and serviceability is March Networks GURU, a free smartphone application built to save technicians time and costs in the field. Using the industry-first application to scan unique QR codes on each RideSafe GT Series recorder, technicians gain instant access to diagnostic and product warranty information, as well as express return and repair processing.

Track assets quickly and easily

New in GURU 1.6, the app also introduces a unique Mobile Asset Tracking feature to help transit agencies trace the movement of their hard-drives following an incident. Using GURU 1.6, operators can record details of an incident the moment it occurs and capture all case information — including date, time, GPS location, recorder and caddy serial numbers and images — using their mobile device. The utility makes it easy to track assets as they are handled from one person to the next.

Rapidly access live and recorded video

Incorporating high-speed wireless video extraction, the RideSafe solution allows transit operators to automatically download recorded video along with synchronized GPS data as vehicles enter maintenance yards, fueling depots or other WiFi areas. This wireless capability also enables authorized staff and law enforcement to view live or recorded video from any vehicle on demand — a critical capability for emergency response.

"RideSafe will help transportation agencies worldwide reduce costly liability claims, enhance safety and deter crime, all while improving operational efficiency," said Net Payne, March Networks' Chief Marketing Officer. "With a demonstrable return on investment, RideSafe provides our transit customers with a high-performance platform that can easily scale to accommodate future requirements."

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Great Day to Go for a Sail

Boat Owners Check Video Before Venturing Out on Finland's Archipelago Sea

When sailing enthusiasts with boats at the Kultaranta Resort Marina in Naantali, Finland, want to know if it's a nice day to go for a sail in the beautiful Archipelago Sea, they simply turn on their computer or smartphone and check out images from the marina's March Networks video surveillance system.

Similarly, if it's stormy and they want to make sure all the hatches are battened down and the ropes secure, they can select a camera closest to their boat and zoom in to make sure everything is shipshape.

Kultaranta Resort is located on Luonnonmaa Island outside the picturesque town of Naantali, 180 kilometres west of the country's capital, Helsinki. Established in 2007, the sprawling resort also includes an 18-hole golf course, a clubhouse, a hotel, several restaurants, conference facilities and luxury holiday homes.

▶

"March Networks technology delivered a truly elegant video surveillance system."

— Jukka Leinonen
Kultaranta Marina Oy

When the resort owners decided to add a marina in 2012, a video surveillance system was included in the plans to watch over the dozens of expensive yachts they knew they'd attract.

Boat owners who purchased shares in the company that owns the marina liked the idea of being able to check the weather before heading out for a sail, said Jukka Leinonen, chairman of the board of Kultaranta Marina Oy. They also appreciated the security a video surveillance system could provide for their boats.

Leinonen, a retired electrical engineer and holiday house owner at the Marina, assumed a project management role for the video surveillance deployment and requested quotes from three security system integrators in Naantali and nearby Turku.

The winning bidder, Tele-Projekti Oy, was selected because of the quality of the March Networks system it proposed, its expertise and customer-friendly approach to business.

"Kultaranta Resort and Tele-Projekti Oy are both family businesses that are customer-focused and committed to the highest quality," said Pekka Jokisuu, the majority owner and CEO of Kultaranta Resort. "From the very beginning our relationship was seamless and pleasant."

Tele-Projekti Oy recommended a server-based solution using March Networks Command Professional software running on an HP Proliant server. Video is recorded from an array of IR bullet cameras.

The browser-based Command software accommodates up to 128 surveillance cameras, including March Networks fixed and PTZ IP cameras as well as third-party edge devices. It also enables remote access to live video using an iPad, iPhone, Blackberry, Android and Windows Mobile devices with March Networks Cloud.

The cameras are connected using CAT-6 cabling to a Power over Ethernet switch and were selected to withstand the harsh winter weather of the Baltic Sea and variable lighting conditions.

Because of Finnish legislation prohibiting the broadcasting of live surveillance video, the system is configured to send still images every minute to the Internet. One image is available for unrestricted viewing by guest boaters on Kultaranta's website, but shareholders have access to password-protected viewing of video from all of the cameras, allowing them to zoom in on their own boat.

Live video is also streamed to a monitor in the clubhouse, allowing
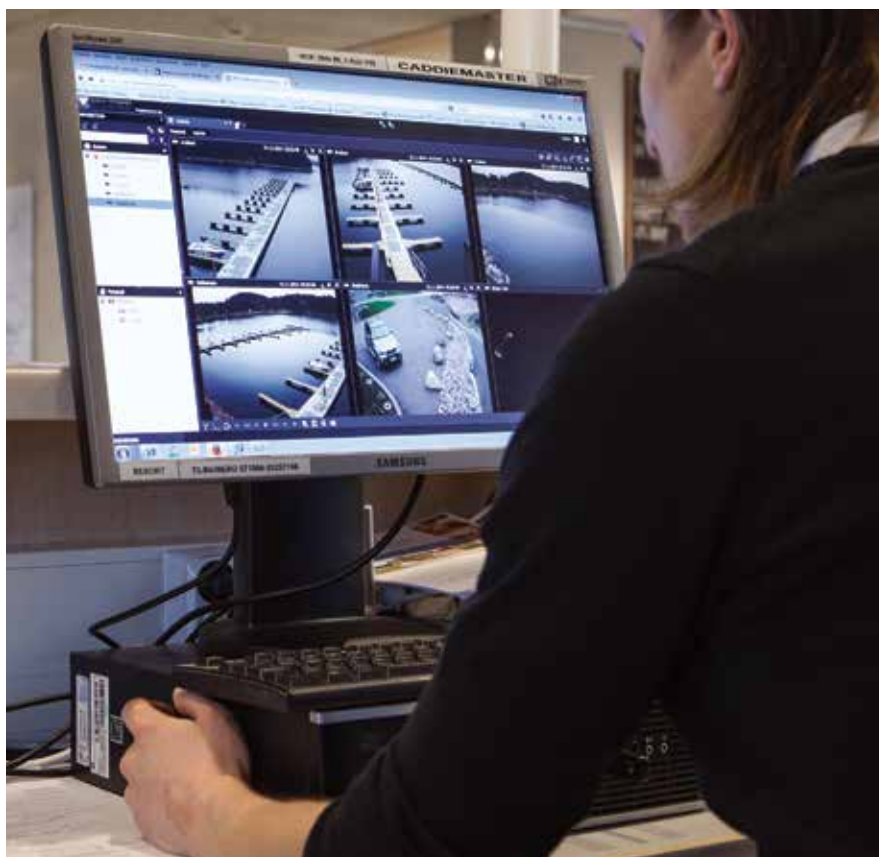
resort staff to keep an eye on the marina and greet new arrivals.

In the event of any reported thefts or vandalism, resort staff can review archived video for evidence and provide a video clip to law enforcement authorities.

Additional cameras will be installed to cover a third pier and a floating spa with saunas, a restaurant and a swimming pool later this year. When the work is completed, the marina will be able to accommodate 150 boats.

"It was a pleasure to work with Tele-Projekti Oy on this project," said Leinonen. "They kept their promises, met the project deadlines and, using March Networks technology, delivered a truly elegant video surveillance system."

▼

Kultaranta Resort

Kultaranta Resort (**kultarantaresort.fi/marina**) is a privately-owned resort consisting of an 18-hole golf course, a marina, a hotel, several restaurants, conference facilities and luxury holiday homes on Luonnonmaa Island outside the picturesque town of Naantali, Finland, 180 kilometers west of the country's capital, Helsinki.

TELE-PROJEKTI OY

Founded in 1975, Tele-Projekti Oy (**www.teleprojekti.fi**) is a March Networks certified security system integrator 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**

Shock and Awe

Video Surveillance System Keeps Eye on Lamborghinis, Maseratis, Ferraris
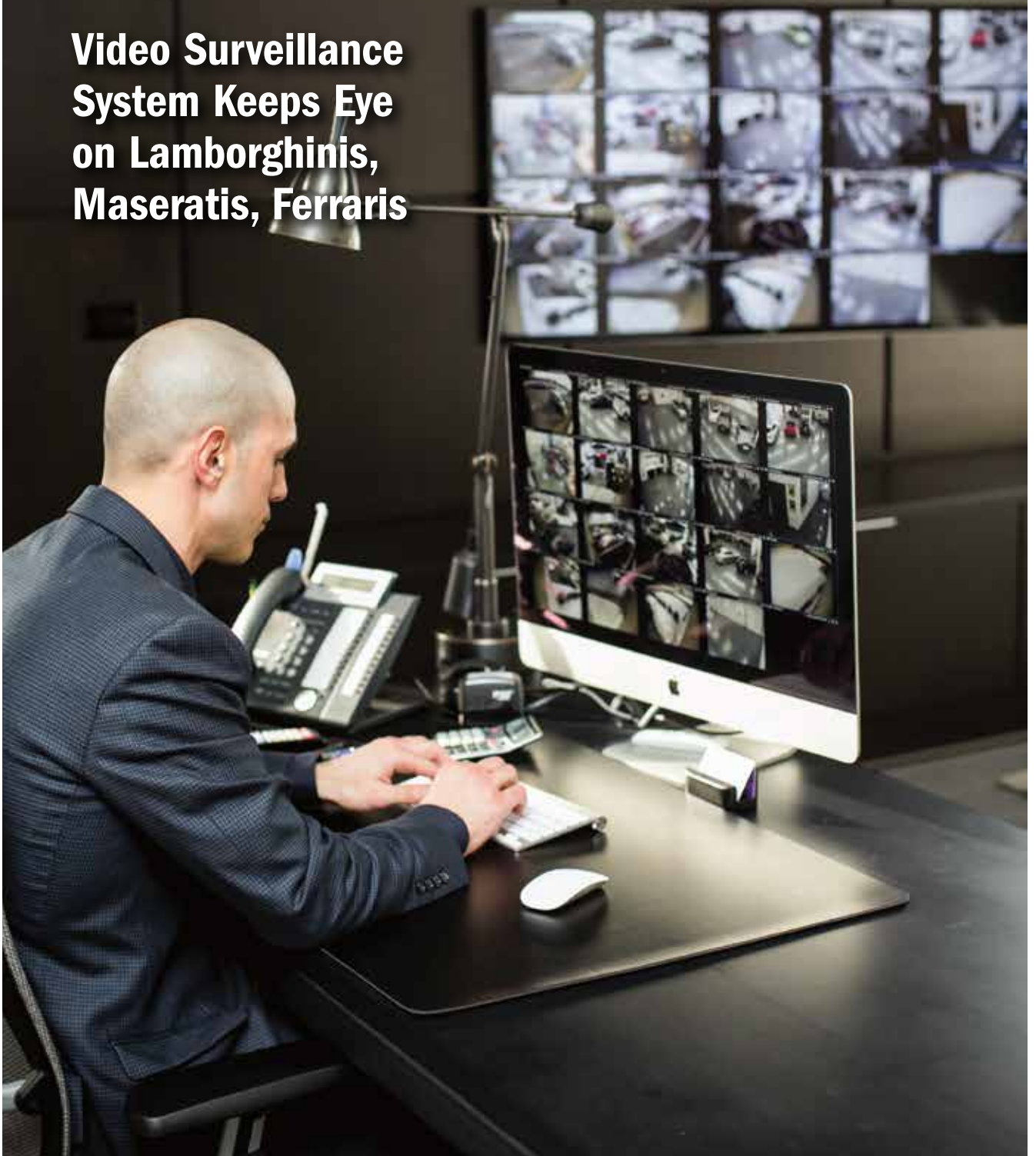
There are car dealerships and there's Global Luxury Imports, an independent dealer of pre-owned, high-end vehicles located in the Chicago suburb of Burr Ridge.

"SHOCK AND AWE" is how co-owner Mutie Sughayar describes the impression the 60,000-square-foot facility makes on anyone walking in the door. The highly polished Lamborghinis, Maseratis, Ferraris and Porsches take your breath away.

"It's pretty unique," concedes Sughayar. "I've never walked into a dealership that's this elegant. It's a cool place to hang out. And it's a relaxed atmosphere. We don't hound people. Nobody feels pressured."

With its inventory of anywhere from 100 to 150 pre-owned luxury cars, a reliable video surveillance system was high on the priority list when Global Luxury Imports moved to its current, much larger location in November 2014.

Sughayar evaluated three video surveillance systems before opting for a March Networks solution from National Loss Prevention Solutions, a Chicago area security systems integrator and certified March Networks provider.

The system includes a 32-channel 8000 Series Hybrid Networked Video Recorder (NVR) and 25 March Networks CamPX MiniDome IP cameras. There's also a MegaPX 360 Indoor Dome in the dealership's 10,000-square-foot main showroom providing an overview of activity in all directions from the single camera.

Whether they're in their office, at home or on vacation, Sughayar and his partner wanted to be able to check in on the facility and make sure customers were being taken care of. Also, "if something goes wrong with a car, I can figure out what happened," Sughayar said.

Unlike most dealerships, Global Luxury Imports keeps its entire inventory indoors — protected from the elements and any passersby with malicious intent.

Ease of use and video quality figured prominently in Global Luxury Imports'

decision to go with a March Networks solution. Scalability was also a factor.

March Networks Command video management software is used to configure, manage and review video right from a browser-based client, eliminating the need to install and update software on individual PCs or Macs. When they're away from the office, Sughayar and his partner also use March Networks Cloud, a remote viewing solution that allows them to review live or archived video from any iOS or Android device. ▶

"If something goes wrong with a car, I can figure out what happened."

— **Mutie Sughayar,** Co-Owner, Global Luxury Imports

GLOBAL LUXURY IMPORTS

Global Luxury Imports is an independent luxury car dealership based in Burr Ridge, Illinois, a suburb of Chicago. A family-owned business, Global Luxury Imports specializes in late model, luxury and exotic cars, including Lamborghinis, Maseratis, Ferraris and Porsches.

globalluxuryimports.com

NATIONAL LOSS PREVENTION SOLUTIONS INC.

National Loss Prevention Solutions Inc. is a Chicago-based security systems integrator and March Networks certified provider specializing in security and loss prevention solutions for the retail sector. Founded in 2004, the company provides point-of-sale, video analytics and video integration, 24/7 monitoring and structured cabling services.

www.nationallps.com

To ensure optimal system performance, Global Luxury Imports entered into a managed services contract with National Loss Prevention Solutions (NLPS).

"That way, they can focus on selling cars and not have to worry," said Dave Floyd, president, NLPS. "If they have a camera that fails or any other problem with the system, we get an alert and go out and fix it. We also manage all user accounts for them."

Global Luxury Imports serves a high-end clientele, including prominent athletes like current and former Chicago Blackhawks stars Ray Emery, Dave Bolland, Bryan Bickell, and Marian Hossa. Photographs and detailed descriptions of the cars in inventory are on the dealership's website, allowing buyers near and far, including hockey players with the New York Rangers and Florida Panthers, to select a dream car online and conclude a transaction on the phone.

However, for buyers who take pleasure in caressing the leather and looking under the hood, the "shock and awe" showroom is the place to be.

While the business caters to the rich and famous, Global Luxury Imports is also known in the Chicago area for its philanthropy and hosts receptions in its showroom for the charities it supports.

"We're involved with the Wellness House in Hinsdale, a charity that assists individuals living with cancer," said Sughayar. "We also host the largest private food drive in Chicagoland benefiting the Greater Chicago Food Depository. The showroom is a great place to mingle and hang out. We have a large kitchen that accommodates caterers, and the cars are a real attraction."

Surveillance cameras are installed in the main showroom, an adjoining 40,000-square-foot space where most of the cars are on display, in the wash bay and service area, and around the exterior of the building.

Video clips from external cameras have provided valuable evidence for several police investigations. In one case, the system was able to capture the license plate of a car passing by the dealership that was suspected of involvement in a theft. In another case, police reviewed video from an external camera to obtain the license plate of a truck involved in a theft at a neighboring business.

Sughayar and his partner haven't had to deal with any missing Lamborghinis, but in the unlikely event of a theft or vandalism, high definition video would be available to identify the culprit.

National Loss Prevention Solutions is a big fan of March Networks technology. A certified provider since 2010, the security systems integrator delivers managed services for some 500 quick serve restaurants equipped with March Networks systems.

"March Networks is all we do in terms of video surveillance," said Floyd. "We like their system reliability, ease of use and the ability to mix old and new components. If I have a customer that has a legacy system, I can install new equipment and software that's backward compatible. It gives our customers more value and frees them from having to swap everything out every few years."

When Global Luxury Imports came calling, National Loss Prevention Solutions didn't hesitate to recommend March Networks technology.

"We were up against some pretty stiff competition, but we out-wowed them," said Floyd. ▼

Enhanced Security, Management Oversight

Management Has Bird's Eye View of Activity at Two Recreation Complexes

Canada's pedigree as a hockey-crazed nation is on display at two huge arena complexes in the country's capital, Ottawa. From early in the morning to late at night, the Bell and Richcraft Sensplexes are beehives of activity hosting children and adults of all ages toting oversized equipment bags, skates and hockey sticks, chasing pucks and some dreaming of one day playing in the National Hockey League (NHL).

The Bell Sensplex in suburban Ottawa is a 180,000-square-foot facility boasting four ice rinks, an indoor soccer pitch and various retail tenants offering food and drink, physiotherapy and skate sharpening services. The Richcraft Sensplex which opened in August 2014 at the opposite end of the city, is a 160,000-square-foot facility with four ice rinks and a similar assortment of ancillary services. Each location attracts approximately one million visitors a year.

Brad Kinnaird is general manager of Capital Sports Management Inc., the company responsible

CAPITAL SPORTS MANAGEMENT INC.

Capital Sports Management Inc. (CSMI) is an Ottawa-based subsidiary of Capital Sports & Entertainment, owner of the Ottawa Senators National Hockey League team. The organization is an industry leader in multiple pad arena design and management. The Bell and Richcraft Sensplexes in Canada's national capital have set a new standard of economic viability for recreation facilities. For more information about Capital Sports Management and the Bell and Richcraft Sensplexes, go to **www.sensplex.ca**

for the design, development, financing and management of the two facilities. From his office in the Bell Sensplex, Kinnaird has a bird's eye view of activity at both locations thanks to the recent deployment of a March Networks video surveillance system.

"I love the ability to be in two places at the same time," said Kinnaird. "I get out to each facility in person, but while I'm in my office at the Bell Sensplex or even when I'm at home or at the cottage,

I can see what's happening, get a sense of how busy the buildings are and how well our staff are performing. If I notice any issues, I can pick up the phone and address them."

Prior to the installation of the March Networks systems at the two locations, the Bell Sensplex had a very basic store-bought video surveillance system covering the cash registers and dining areas in the restaurant, but it was impossible to view the video over the network.

"You had to be in the food and beverage office, so it wasn't very convenient, and the quality of the video was poor," said Kinnaird.

With the imminent opening of the Richcraft Sensplex last summer, Capital Sports Management turned to March Networks for a professional-grade video surveillance system capable of providing enhanced security and management oversight. Ottawa-based March Networks was the favored vendor having already

supplied a video management system for the Canadian Tire Centre, the 20,500-seat home of the NHL's Ottawa Senators.

The server-based systems are powered by March Networks Command video management software and cover all ice surfaces, main entrances, hallways and foodservice facilities equipped with approximately 50 March Networks IP cameras.

Special care was taken to select the most appropriate cameras for each location. MegaPX MicroDomes, which are environmentally rated to withstand temperatures of minus 40 degrees Centigrade (or Fahrenheit), were deployed in outdoor locations as well as inside the ice rinks. MDome PTZs are installed at the main entrances to cover the parking lots, and CamPX MicroDomes, ideal for low-light locations, are deployed in the restaurants and bars. MegaPX WDR NanoDomes were selected for the kitchen

and office areas because of their small form factor and ease of installation in ceiling tiles, while the MegaPX WDR MiniDome Z — a cost-efficient camera with 1080p resolution — was chosen for hallways and common areas.

"The March Networks system allows us to investigate any thefts or incidents of abuse or violence on or off the ice, but I'm happy to say we haven't had to use it very much for those purposes," said Kinnaird.

"There was one incident in December when we had a physical confrontation in one of our bars. We took statements from the individuals involved, reviewed the video and took appropriate corrective action. For the most part, though, the system is used primarily as a management tool," he said.

On-ice rowdiness and disturbances in the stands by overexcited parents regularly make news headlines in Canada, but at the Bell and Richcraft

Sensplexes, a few minutes in the penalty box for a hockey player or a warning by Sensplex staff are usually sufficient to calm things down. In the event of a more serious incident, video evidence would be available for review by league officials or law enforcement.

The Bell Sensplex serves as the official practice facility for the Ottawa Senators when their home arena, the Canadian Tire Centre, is booked for concerts or other events.

"It's a real thrill for young hockey players when we have one of our many tournaments going on," said Kinnaird. "They can watch the Senators and other visiting NHL teams practice right in front of them."

Accessing video from the March Networks system is a snap. Kinnaird simply opens the web browser on his laptop, clicks on the bookmarked Command client and selects a camera.

"I love the ability to be in two places at the same time... even when I'm at home or at the cottage, I can see what's happening, get a sense of how busy the buildings are and how well our staff are performing."

— Brad Kinnaird
General Manager, Capital Sports Management
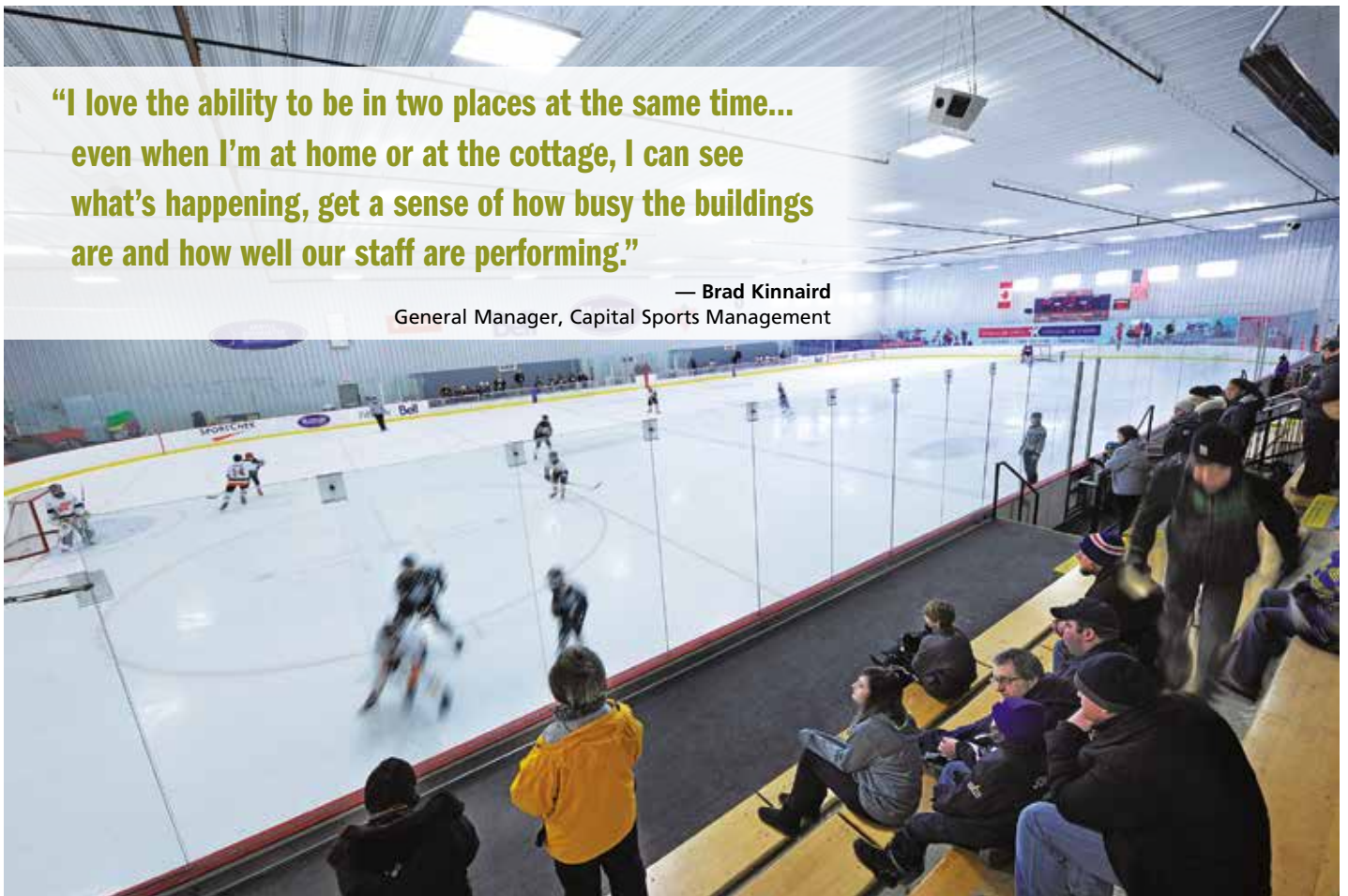
"As long as I'm connected to the LAN, I can see what's going on. If I'm at home or anywhere in the world, I connect to the LAN via VPN. If I have to review an incident, I simply choose a camera, key in the date and time and press play. If I need to save a clip, I can download it to a Zip drive. It's a very easy-to-use system."

To date, access to video has been restricted to Kinnaird and a few senior managers, but plans are in the works to give other Sensplex staff access to selected cameras using the software's administrative tools.

Kinnaird still makes the 32-kilometre trek across town to meet with staff at the Richcraft Sensplex and one other smaller arena he oversees, but managing multiple properties is now a lot more convenient thanks to the March Networks video surveillance system. ▼

Brad Kinnaird, General Manager, Capital Sports Management, is able to oversee operations at both arena locations from his office in the Bell Sensplex.

Art Treasures Kept Safe and Secure

FINLAND'S SERLACHIUS MUSEUM ACQUIRES STATE-OF-THE-ART MARCH NETWORKS SERVER-BASED SYSTEM

WORKS of art are among the most coveted and treasured items requiring the protection of security systems.

In February 2008, for example, thieves targeted the E.G. Buhrle art museum in Zurich, Switzerland, and made off with four precious works of art with an estimated value of $163 million. They included a Monet, a Degas, a Van Gogh and a Cezanne. Two years later, in May 2010, five paintings valued at $123 million were stolen from the Musée d'Art Moderne in Paris. Among them were a Picasso, a Matisse and a Modigliani.

These and other notorious art thefts were probably on the minds of management at the Serlachius Museum in Mänttä, Finland, 260 kilometres north of Helsinki, when work began on an ultra modern $24 million (€19 million) expansion in 2012.

The sleek wood and glass building that opened in the summer of 2014 boasts three exhibition spaces, a restaurant with a stunning view, a festive hall, a spacious museum shop, and the latest in oxygen deprivation technology for the storage and conservation of the museum's art collection. An architectural competition won by the Spanish studio MX_SI attracted 579 entries from 42 countries.

A legacy of paper mill owner and art collector Gösta Serlachius (1876-1942), the museum includes the Gösta Manor, which served as the paper magnate's private residence, and the new, architecturally stunning Pavilion housing the museum's important collection of Finnish and other European masterpieces.

Also part of Serlachius Museum is the so-called Gustaf, a historical museum in the former head office of the paper company that tells the story of the Finnish forest industry.

> "The system gives our customer service personnel awareness of where our visitors are in the museum, and in the event of a theft, vandalism or other incident, it provides solid evidence of what happened."
>
> — **Juha Roponen,** CFO, Gösta Serlachius Art Foundation

The museum's local security systems integrator, KMV Turvapalvelut Oy, recommended a March Networks video surveillance solution based on previous experience with the technology and teamed up with March Networks certified provider Tele-Projekti Oy to design a state-of-the-art, server-based system.

"Following a demonstration, we were satisfied that March Networks could provide us with the reliability and ease of use we were looking for," said Gösta Serlachius Art Foundation CFO Juha Roponen.

The March Networks video surveillance system covers the new Pavilion, the Gösta Manor, and a glass-walled passageway connecting the two buildings. The server-based system is powered by March Networks Command Professional video management software and records video from approximately 90 cameras.

Thirty-six March Networks MegaPX WDR NanoDomes and WDR MiniDome Z cameras cover the interior of the Pavilion, capturing crystal-clear images during the day when bright sunlight streams through the glass-walled structure, as well as in near-dark conditions at night — a feature of the cameras' wide dynamic range capability.

Video from the Gösta Manor is captured by 16 analog cameras that were part of the museum's previous video surveillance system.

"All we had to do was add some encoders," said Roponen. "Being able to extend their life helped to stretch our budget while still providing us with the quality video we required."

Rounding out the system are 28 Infinova T Series bullet cameras that record activity in the sculpture park, the parking lot and other outdoor areas. Several Power-Over-Ethernet switches provide power to the cameras.

Planning for the installation of the cameras required more than the usual sensitivity to aesthetics, recalled Kimmo Luoto, Managing Director of Tele-Projekti Oy. "To satisfy the architects, KMV Turvapalvelut worked with a local fabricator to design and manufacture special brackets and camera housings to blend in with the architecture and the outdoor lighting poles. Everyone was pleased with the results."

Live video from selected cameras is available for viewing at the museum's reception area, and authorized museum employees are able to watch live or archived video from their own workstations using March Networks' browser-based Command client.

"The system gives our customer service personnel awareness of where our visitors are in the museum, and in the event of a theft, vandalism or other incident, it provides solid evidence of what happened," said Roponen.

Video is stored on an external hard disk array with archiving capacity of approximately six days — more than enough to investigate reported events.

Fortunately, Serlachius Museum has never experienced a headline grabbing art heist, and with its March Networks IP video surveillance solution and other security systems in place, museum management and the Gösta Serlachius Fine Arts Foundation are confident that their valuable collections are safe and secure. **www.serlachius.fi** ▼

Tele-Projekti Oy

Founded in 1975, Tele-Projekti Oy (**www.teleprojekti.fi**) is a security system integrator 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**

Turvapalvelut Oy

Turvapalvelut Oy is a security systems integrator based in Mänttä-Vilppula, Finland. The company serves residential and business customers throughout central Finland with a wide range of security systems and services, including video surveillance, alarm systems and physical security. **http://www.kmvoy.fi**

Tech Tip: Calibrating an Analytics Camera Can Be Easier Than You Think

by Nathan Dinning March Networks Product Manager, Edge Devices

QUESTION: We are a security integrator working with a retail chain planning to deploy video analytics for people counting, but have heard that calibrating cameras with video analytics can be challenging. How does the setup work with March Networks analytics?

ANSWER: Analytics-enabled cameras are becoming an essential part of many surveillance solutions. They are widely used by the military, government agencies and critical infrastructure providers because of their ability to detect and alert security officers to things like motion, intrusion and loitering.

But thanks to recent innovations, the appeal of analytics cameras has grown. Many organizations are now deploying analytics cameras to gain valuable insights into their business.

With our MegaPX Indoor Analytics Dome, for example, banks and retailers can perform people counting, queue length monitoring and customer dwell time analytics. Analyzing this information over time gives them valuable insights into customer behavior, store or branch performance, marketing metrics and more.

If you're a security integrator, you may have had an unpleasant experience trying to set up an analytics camera in the past. Depending on the camera, the environment and the analytic, the process can be lengthy and complicated. If not done correctly, the setup can also result in the analytics generating inaccurate data.

Unlike some analytics cameras, the March Networks MegaPX Indoor Analytics Dome is easy to set up and calibrate, thanks to a unique software feature that automates much of the process. In fact, the entire setup can be done in just minutes.

Before we begin, however, there are a few key things to consider.

Choose Your Analytic and Camera Placement

Before doing anything, you need to decide which analytic you're going to use: people counting, queue length monitoring or customer dwell time. This will determine your camera placement and configuration method.

Once you've selected your analytic, take some time to consider your camera's mount location and field of view. This decision is critical to the camera's ability to deliver accurate analytics, so choose your placement wisely. Examine the flow of customer traffic and mount the camera so people are always moving horizontally (left to right or vice versa) through the field of view. Avoid camera angles that capture traffic flowing vertically through the field of view.

Once your camera is in place, you can begin to set your camera's perspective. Start by logging in to the camera. In the navigation menu, select the analytics plugin. Under General Settings, select Camera Calibration.

Correct Setup
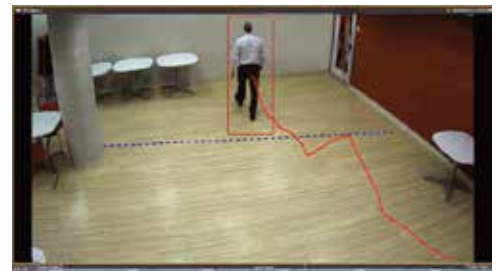
Avoid

Step 1: Select your camera setup

Choose the setup you'll be using, either tilt or overhead shot. This choice will depend on the analytic you're going to use. The overhead shot is best for people counting, while the tilt shot can be used for any of the three business analytics.

Step 2: Select your caliber length

I recommend using the measurement strips that come with your March Networks analytics camera. But the caliber can be any horizontal element on your scene that's aligned with your camera's field of view, as long as it's set evenly across different parts of your scene in a triangular pattern (for example, in the foreground, middle, and background). You must select a minimum of three calibers – all with the same dimensions.

Once you've selected your caliber length, take the objects (or the measurement strips if you're using them) and lay them out on your scene floor. Remember to space them out in the foreground, middle and background of your scene.

Set caliber

Step 3: Draw your calibers

Using the software, click on the calibers in the menu, draw them out and drag them over onto your field of view to line up with the physical calibers you've placed on the floor. This process allows the camera to set the perspective of the scene.

As you're doing this, the camera will begin to calculate the size of the room. Test men – green stick figures – will appear in the software to help test your perspective. Stand in your scene alongside the test men to ensure your proportions are correct.

Line up with the physical calibers on the floor

Step 4: Test your accuracy

If you've set the perspective correctly, the grid that appears on your scene should reflect your scene's perspective (i.e. the blue lines should follow the perspective plane of the scene). Objects in your scene (or the test men) should also keep the same basic proportions.

Once you have the correct perspective, save your settings.

The last step in the process is to configure your analytic. Again, this can be done in just minutes, with our user-friendly software. Just follow the step-by-step instructions in the user manual.

After you've configured and tested your analytic, and adjusted the sensitivity, you're now ready to use your analytics camera.

Check perspective

Who's New?

Net Payne will lead March Networks' global sales and marketing strategies in his new role as Chief Sales and Marketing Officer. A seasoned technology executive with more than 20 years of integrated enterprise marketing experience, Net joined the company in 2010 as Chief Marketing Officer. Prior to joining March Networks, he served as Vice-President for U.S. Marketing with Avaya, Inc., where he was responsible for the strategy and execution of all national marketing initiatives. He previously worked for telecommunications leaders including Nortel Networks and Sprint Corporation, serving in numerous senior marketing and business development roles.

Scott Robinson is March Networks' new Channel Account Manager for Canada. Scott has been with March Networks for more than a decade, providing support to customers located in the U.S. Northeast and Eastern Canada as a Sales Engineer. Prior to joining the company, he was a Server Support Specialist for enterprise organizations including Hewlett Packard. In his newest role, Scott is responsible for developing new business opportunities working with our certified system integrators and value-added resellers.

Omar Levano has joined March Networks as a Regional Sales Manager for Peru. Prior to joining the company, he was the CEO and co-founder of an independent consulting and professional services firm specializing in the development of integrated security systems. Omar has more than 20 years of experience in the electronic security industry. Based in Lima, he holds a Bachelor's degree from Universidad Peruana de Ciencias Aplicadas and an electronics degree from Salesiano Institute. Omar is responsible for working with partners and customers to specify and deliver projects based on March Networks solutions.

Pat Aiello has been appointed a Strategic Account Manager within March Networks' North American Key Account sales team. In this new role, Pat will work closely with large enterprise customers to help meet their existing and future requirements. In his previous role, Pat served as a Major Channel Account Manager. A senior sales and marketing executive, Pat has more than 17 years of experience in technology and security industry sales with companies including 3VR Security, CompuCom Systems Inc. and Verizon Communications.

Scott Bell has joined March Networks' North American Channel Sales team as Channel Account Manager for the U.S. Gulf region. A loss prevention and security sales executive, Scott previously served in senior sales roles with Diebold and Siemens. He is a Certified Fraud Examiner and is certified by ASIS as a Physical Security Professional. Based in the Dallas-Fort Worth area, Scott is responsible for supporting systems integrators and end users in Texas, Arkansas, Oklahoma and Louisiana. Scott has a BSc in Criminal Justice from the University of North Texas.

Jeff Corrall has been appointed Integrations Business Development Manager. In this new role, he is responsible for working with third-party vendors to integrate technologies for end user solutions and identify strategic integrations for the company. Jeff has served in several roles during his 13 years with March Networks. Most recently, he was Product Manager for Edge Devices. Prior to that, he was a Product Manager for March Networks' Transportation portfolio and led the company's internal sales engineering group. Following postings in Milan and Korea, Jeff is now based in March Networks' global headquarters in Ottawa.

Nathan Dinning has joined March Networks' Product Management team as Product Manager for Edge Devices. Nathan has close to 10 years of experience with March Networks in a variety of positions. During his tenure with the company, he has become an in-house camera and image quality expert. His knowledge and experience have been utilized by R&D, Product Management, Professional Services and Sales, as well as many of our customers. In his new role, Nathan will be responsible for developing and executing March Networks' camera and encoder strategy.

An **Outdoor PTZ Dome:** "Strong on Features and Without Unnecessary Gimmicks"

March Networks is known for creating incredibly reliable IP video surveillance products, and we get great satisfaction sharing how our innovations are making a difference for our customers and partners around the world.

But our reputation for quality isn't just something we talk about; it's something the industry recognizes as well. It's underscored in the many successes of our partners, and in positive external reviews of our products.

Recently, for example, PSI Magazine, a respected independent security publication in the United Kingdom, gave our CamPX Outdoor IP PTZ Dome a 9 out of 10 rating during recent product testing. This is one of the best ratings ever given by the magazine.

The publication's product testing examined the dome's construction, its technical documentation, and its various features. It also looked at how to set up and configure the camera using a standard desktop browser.

The review found the CamPX PTZ Dome's "flexible configuration commands allow complex operational schedules and alarm handling."

It made special mention of the camera's technical documentation, which it called "clearly written," "comprehensive," and "extremely good."

It further noted that recording redundancy is easily achieved with the camera, and its low image latency and ability to move accurately between preset positions — the camera can store up to 255 — making [it] "especially suited to demanding installations."

This is an important comment because our CamPX PTZ Dome is purpose-built for challenging outdoor environments, such as extreme temperatures ranging from very cold (-40°F/-40°C) to very hot (122°F/50°C). Its True Day/Night and Wide Dynamic Range features mean it works incredibly well in low-light conditions. Add in its 36X optical zoom, and the CamPX PTZ Dome is the perfect choice for large area security monitoring.

The camera's quality construction and durability were particularly noted by PSI Magazine, which concluded that the dome is, "a very well built vandal-resistant camera with high-end features and performance."

"It is strong on features and without unnecessary gimmicks," reads the magazine's headline.

We couldn't agree more.

Read the full CamPX Outdoor IP PTZ review at **www.psimagazine.co.uk/the-march-networks-campx-dome/**.

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