Baggio Jewelry in Rovato, Italy

Valued aspects of video surveillance

Whether outside or indoors, Giorgio Baggio Jewelry in Rovato (BS) can count on the reliability and accuracy of MOBOTIX systems to monitor the premises and improve service to customers.

Linking video surveillance with security comes naturally. Being able to provide remote images for premises at risk of theft, hold-ups, and dangerous situations to people is the natural use for fixed video cameras. This is a situation encountered quite regularly, where offers are consequently abundant and more often than not evaluated on the basis of price. Nonetheless, in some situations, the generally accepted quality standards are not sufficient to guarantee the required level of service, which signals the opportunity to offer a more sophisticated system than a simple remote surveillance system. In some special instances video surveillance goes even further, becoming itself a precious ingredient as an artifact. "Baggio Jewelry was already our client for telecommunication services," states Fulvio Baresi, founder and manager of Informatica Lombarda Leone S.r.l. "They had installed an old analog video security system they were not

happy with, so that when the opportunity arose during remodeling of the store the owner turned to us in order to address the issue."

Technology worthy of the precious goods being monitored my video surveillance

As is often the case in these situations the initial system, based on analog technology, was already obsolete. "The owner was not satisfied with the quality of the images at all," reports Baresi, "but in the end he decided to follow the direction we proposed, transitioning to a more modern IP video security system."

Having already accrued vast experience in the installation of advanced video security systems and upgrading infrastructure, Informatica Lombarda did not find any additional obstacles in the way of choosing the best systems available in the market. "We installed ten MOBOTIX video cameras, four outdoors (M12 model), and six indoors (Q25 model), and exploited the opportunity of the remodeling to upgrade the entire cabling, which is a fundamental but often neglected issue in

the area of video security and beyond," Baresi goes on to say.

Sometimes appearances are important

In the context of a jewelry shop, the absolute reliability of the digital monitoring system is only one of the necessary requirements. "Aesthetics were also important to us, as the video cameras are being used in a very elegant setting. In fact we were a little apprehensive because it was the first system we had installed in a jeweler's shop, but in the end everything turned out for the best. So much so that during the inauguration of the store, representatives of Cartier complimented us on the quality of the images."

The video cameras send the signals to two monitors inside the store, one is 32" and the other 40". These monitors are also utilized for displaying ads. The way the system was installed means it can do more than just monitoring. "We connected the bell of the armored door to the system so that when a customer rings the bell, a pop-up window appears on the monitor, making

The Video Cameras have become true accessories of indoor design

it possible to identify the person without having to leave the position."

In addition to quality, MOBOTIX solutions increasingly have the appearance of veritable indoor design elements, ready to be successfully deployed in the most taxing environments. "We worked closely together with the architect in order to find the correct position and understand where to route the cables," stresses Baresi. "On the other hand, the Q25 model is well suited to this type of indoor application; they look similar to smoke detectors and are perfectly integrated, guaranteeing a maximum level of discreteness."

...However Security Always Comes First

In indoor use, the issue may primarily be with blending in with the interior design, whereas with businesses at risk of a hold-up, the priorities

are different. "MOBOTIX also provides models with specific anti-vandalism features. However, in this case, it was not necessary because the video cameras monitoring the shop windows are also located within the entrance to the store and are protected by a gate at night."

As is often the case, the best proof of success of a project is the desire to exceed the requirements. "We tried to see if the owner might be interested in implementing a biometric access system based on face recognition," says Baresi. Looking beyond the risk of having to maintain a file on the customers and considering the marketing impact, a system could be set up to provide a personalized welcome upon entering the store."

The initial analysis however remains focused on security. The primary objective was achieved without difficulty thanks to the valuable contribu-

tion of MOBOTIX technology. "We exploited the characteristics of the video cameras combined with our experience gained in the area of theft prevention and access control," concludes Fulvio Vittorio Baresi. In these situations the ability to enlarge the images is particularly important, since a great deal of information can be gathered in the process."

An App Makes The System Even More Valuable

The project implemented for Baggio Jewelry, which also included the installation of a state-of-the-art LED lighting system, is part of an extended home automation solution for the premises.

The free MOBOTIX App enables the installed video cameras to be managed directly with an iPad or iPhone, from any location and at any time. This offers complete peace of mind for the

shop owner guarding valuable assets exposed to the risk of theft and vandalism on a daily basis.

Data recording and alarm/data management are carried out inside each video camera, so that the cameras connected in a network form a cloud of data, which can be accessed by the app in order to display the desired information in a clear and simple manner. For example, using the app user interface, it is possible to obtain a panoramic view of all the video cameras and the recorded events.

Therefore, with the aid of state-of-the-art technology as well as conventional IT, telecommunications, and security solutions, it was possible to pair an automation and smart home proposal, with the objective of not only improving the security of the premises being monitored but also making it easier and more straightforward to use of the system for non-tech savvy users.

MOBOTIX has developed and manufactured IP video systems, video management and analysis software in Germany since 2000.

MOBOTIX stands out for its **high level of reliability**. All outdoor cameras are subjected to a stress test for temperatures between -30°C and +60°C (-22°F and +140°F). Without additional components, without heating or cooling and with no moving parts (for example auto iris), they are virtually maintenance free.

MOBOTIX delivers a **perfectly matched package**, starting with the microSD card for storage management and HD audio (microphone and speaker) with VoIP telephony through video analysis, a professional video management system and motion detection software reducing false alarms.

The **decentralized architecture** means that a central computer is not required and the network load is minimal. The intelligent cameras from MOBOTIX process and store image data themselves, trigger events and, in the event of remote access, manage the frame rate and resolution depending on the available bandwidth.

The **6MP Moonlight sensors** and complementary **thermal imaging technology** ensure reliable detection of moving objects, even under the most challenging light conditions and over long distances. As a result, it is possible to cover large areas with just a few cameras. Less power cabling, less IT infrastructure and fewer additional light sources are needed. MOBOTIX cameras are powered using standard PoE and do not require more than 4-5 watts.
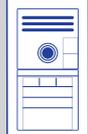
An intelligent IP video system from MOBOTIX allows you to **reduce total costs**. The investment pays for itself after a short time and the free-of-charge software and updates ensure it is a future-proof investment.

Outdoor Dual Lens			Thermal	
M15/16 AllroundDual	S15/16 FlexMount	D15/16 DualDome	M15/16 Thermal	S15/16 DualThermal
Robust for extreme conditions	Flexible dual camera	Modular dual camera	Thermal dual	Thermal dual

Outdoor Single Lens			
M25/26 Allround	S15M/26 FlexMount	Q25/26 Hemispheric	D25/26 Dome
Robust for extreme conditions	Discreet, video analysis	Discreet, video analysis	Modular Fix dome

Indoor			
i25/26 Panorama	c25/26 Hemispheric	p25/26 Allround	v25/26 MiniDome
180° hemispheric	Discreet, video analysis	Modular ceiling camera	Vandalism camera

Door Modules			MxDisplay+
Camera	BellRFID	Keypad	Remote Station

Door Sets	
Double Frame	Triple Frame

Retailer information:

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