

Latin America's largest multi-sports Club expands security system with Axis cameras.

With 170,000m² and more members than the population of many cities, Pinheiros Club uses images from megapixel cameras to improve its management.



Organization:
Pinheiros Sports Club

Location:
São Paulo, Brazil

Industry segment:
Leisure/Entertainment

Application:
Remote monitoring and
management

Axis partners:
N&DC Systems, Digifort

Mission

With more than 110 years in business, Pinheiros Sports Club, in São Paulo, is Latin America's largest multi-sports Club. Every day, about 6 thousand people pass through the Club. The 50 IP cameras installed in 2005 had VGA resolution and, often, the PTZ models had failures. The Club decided to expand and improve its network camera system. The objective was to cover all 170,000m² of the Club. This expansion would cover both the internal and external areas.

Solution

The N&DC staff went into action, working in an integrated fashion with those in charge of the security department of Pinheiros Club. In this project, the images from the cameras also served for management of the Club itself. The network cameras, models AXIS 207MW, AXIS 209MFD, AXIS 215 PTZ-E and AXIS M1011 were spread throughout the Club's entire area, including gym, swimming pools and open spaces – where steam was a concern that was solved. Now, 80% of the Club's cameras are megapixel quality.

Through Digifort's software, multi-camera management became possible, allowing new sites to be added and images through to be accessed via Internet. All together, the work of N&DC lasted six months and even counted on the development of protective housing for AXIS 207MW, which did not exist previously in Brazil. "This megapixel camera has an antenna, and the camera's box needed to secure it. We developed the product and now we have applied it even in other projects," affirmed Rene Rodrigues, responsible for N&DC's project.

Result

"The new system with high quality cameras provides more security to the members and also assures our staff greater control over an extensive area," assessed Aloisio Terranova, coordinator of the Project on the part of Pinheiros Club. According to Terranova, the Club's staff could also answer demands more quickly. Since then, the Club has heard from professionals around the country interested in getting acquainted with details of the pioneering initiatives of the Club in the area of electronic security.

"This project made Pinheiros Club a reference not only in the area of Clubs, but also a success case with digital monitoring."

Rene Rodrigues, Project Responsible, N&DC Systems.

Intelligent management benefits members

The images captured by Axis cameras serve for a series of applications inside Pinheiros Club. To monitor the parking areas, for example, cameras were installed at the vehicle entrance and exit, to register not only the license plates, but even to capture the images of people inside the automobiles and the state of conservation of every vehicle upon entering and leaving the Club.

Through Axis megapixel cameras with large angular lens, the focal distance was adjusted so as to capture all automobiles, regardless of the size. Now the PTZ models installed on the corridors of automobile and motorcycle parking spaces allow remote monitoring to check compliance with the law that requires spaces reserved for elderly people and people with special needs.

Additional new areas monitored with Axis cameras were the five pedestrian entrances. Each entrance gained two cameras, one for the internal area where the gate keeper is and the other towards the baffle gate. "We took advantage of changing the members' access card model and we integrated the access system with that of the monitoring system. With Axis image quality, it is possible to check the day and time in which the member entered the Club, because the image remains linked with the access record and stored for 30 days in a 16 Tera storage", Aloisio Terranova explains. The entry of members and employees in all gates reaches a total of 2 million accesses per year.

Managing the use of spaces

Part of the surveillance system serves to monitor the Club's tennis courts. Since there are no less than 24 courts, cameras were installed that generate images viewed by personnel in another area of the Club. Staff are able to view, on a monitor, which courts are unoccupied, and based on this are to orient the members.

In one of the restaurants of the Club, five cameras were installed – four in the hall and cashier area and one inside the kitchen. Thus, the restaurant manager has at his disposal a monitor to check how food preparation is being handled and to assess food delivery times, among other activities.

Camera management software

The differential of the Digifort video management software also counted positively in the project of Pinheiros Club. "The software selects the group of cameras of the same model and applies a single configuration for all of them. This greatly speeds up the work and prevents adjustments one at a time," Terranova observes.



Pinheiros Sports Club has more than 36,000 members and an area of 170,000m². The club integrated the access control system with the security system, making possible the recovery of the access image of any of the members with day and time precision.

