

Colombians dance the Cumbia protected by Axis network cameras.

Gaira Café Cumbia House in Bogota uses HDTV cameras with infrared lights to monitor poorly lit spaces at night.



Organization:
Gaira Café Cumbia House

Location:
Bogotá, Colombia

Industry segment:
Hotel/Restaurant/Tourism

Application:
Safety and security

Axis partners:
Lince Comercial, Observer
Monitoring, ScanSource

Mission

A mainstay of Bogota nightlife since 1998, this restaurant has become famous for its live tropical music, traditional food, colorful décor and party atmosphere. Its owners, the Colombian singer/songwriter Carlos Vives and his brother, Guillermo, saw the opportunity to convert it into a central meeting point for the city's artists, earning it the nickname "The Artists' Café." Constant worry about client security at the establishment led the owners to look for higher quality cameras than the analog ones that were being used.

Solution

Aiming to expand and improve their electronic security system, Gaira Café Cumbia House sought out Observer Monitoring, an Axis partner in Colombia. They recommended migration to an IP system of thirteen fixed infrared (IR) AXIS M3024-LVE and five AXIS M1013 Network Cameras, and one AXIS Q1765-LE Network Camera. Distributors Lince Comercial and Scansource – also Axis partners – collaborated on the project as well.

Result

In addition to bringing a greater sense of security to its clients, Gaira Café Cumbia House uses the imaging capabilities of the new system to locate objects lost in dimly lit areas at night. The cameras are integrated into screens visible to everyone in the bar and also generate videos over their YouTube channel, GairaTV. Being outdoor-ready, the same camera models are found outside the entrance and on the facade in front of the bar, where they are in use 24 hours a day, seven days a week.

“In Colombia, security in bars and restaurants is very important. This is why we decided to use IP cameras instead of analog ones. They are much clearer and have better image quality that allows us to zoom in on them. The task of recording video also became much easier. As Gaira Café Cumbia House continues to expand, we will continue using IP technology.”

Milton Ramírez, General Manager, Gaira Café Cumbia House.

Music videos shared on the Internet

One of the greatest innovations of the video surveillance system adopted by Gaira Café Cumbia House is to use the cameras in ways that go beyond security. One of the AXIS M3024-LVE Network Camera models – which offers HDTV image quality, a built-in infrared LED and is vandal-resistant – is aimed at the stage and records the night’s musical performances. This video footage is enhanced by the establishment’s sound and video editor, who sends it to all displays throughout the bar so that everyone can enjoy the show. At the same time, the videos are shared worldwide over the Internet on GairaTV, the bar’s YouTube channel.

Supervision of cash registers and people

In any commercial establishment, one critical area is the cash register. At Gaira Café Cumbia House, the register is monitored using the bullet-style AXIS Q1765-LE Network Camera. Its HDTV-quality 1080p resolution and built-in IR illumination offer a clear view of everything that happens with the handling of money and client credit cards.

Another important area is the kitchen. Axis cameras monitor the handling of food, guaranteeing that the establishment’s adopted procedures are followed by employees. Additionally, cameras installed in hallway areas help management evaluate employee quality of service.

Expansion in sight

After having begun its expansion with the first two floors in 2008, Gaira Café Cumbia House has plans to continue expanding to six floors. This growth will go hand-in-hand with a video surveillance project currently consisting of 19 Axis cameras – slated to increase to approximately 80 cameras from Axis.



Gaira also uses cameras to record musical performances that are displayed on the screens arranged in various areas of the bar and on the “GairaTV” Gaira channel on YouTube.

