

## Axis network cameras in the land of books. Alexandra bookstore chooses Swedish surveillance solution.



Organization:  
Alexandra bookstores  
(Pécsi Direkt Kft)

Location:  
Budapest and other  
cities, Hungary

Industry segment:  
Retail

Application:  
Store surveillance,  
safety and security

Axis partner:  
Aspectis Kft.

### Mission

For a bookstore as large as Alexandra, a modern and precise surveillance system is crucial not just for reducing the risk of theft but also for insuring customer safety. One of the big challenges facing the Alexandra bookstore in terms of surveillance were the high-reaching bookshelves which reduced transparency throughout the premises. Thanks to innovative solutions from Axis Communications, Alexandra can now successfully oversee the entire premises in each store.

### Solution

Nine bookstores of the Pécs-based Alexandra chain are guarded by Axis network cameras ensuring a secure shopping experience. The bookstore chain has selected multiple types of indoor network cameras (AXIS 210, AXIS M1011, AXIS 207 and AXIS 213 PTZ).

All network cameras installed are providing excellent picture quality using progressive scan technology, built-in motion detection and support for advanced event management. The AXIS 210 provides simultaneous M-JPEG and MPEG-4 video streams allowing for optimization in image quality and bandwidth.

### Result

It proved to be an excellent decision to implement the surveillance system because with the video stream provided by the Axis network cameras the salesmen are able to easily identify suspicious incidents and prevent possible thefts. With Axis network cameras the bookstores became fully transparent.

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István Dallos, Informatics Director of the Alexandra bookstore chain.

Along with the technological superiority, there were other reasons for choosing the Swedish company for this project, namely; the maintenance services and the total cost of ownership for the bookstore. Alexandra staff took on the job of installing the network cameras and configuring the Netavis Observer 3 server themselves and it took them less than half an hour to do so. The deployment was a major issue because it had to run parallel with the building of the store. Depending on the size of the bookstore, 4 to 33 Axis network cameras were installed. And thanks to the cable infrastructure there was no need to use wi-fi cameras.

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For better safety, Alexandra implemented motion detection cameras and the scalability of the system ensures that they can install additional cameras in the future if needed. "All the smaller problems we encountered were easily fixed and the best part is that further expansion is possible at any time we choose."

Istvan Dallos added, "It was important to raise the security of our stores to the maximum. Axis solutions and the services of its Hungarian distributor Aspetics Kft. have convinced us that we have made a good decision and that our bookstores are now a lot safer."

