

Axis network cameras in MK2 stores.

MK2 chose Axis IP cameras to provide 24-hour surveillance of the MK2 Bibliotheque Concept Store.



Organization:
MK2 Bibliotheque
Concept Store

Location:
Paris, France

Industry segment:
Retail

Application:
Safety and security

Axis partners:
Videoextern, Milestone
Systems

Mission

MK2 was founded in 1974 and is now the largest independent French group working in all areas of cinema (production, distribution, running theaters). Its 11 Paris theaters include the MK2 Bibliotheque multiplex at the MK2 Bibliotheque store in the 13th district of Paris. This space is considered a true cultural center dedicated to the seventh art. It features an original and designer Concept Store right at the heart of the complex, open year-round. Fine delicatessen produce, high-tech accessories, fashion, books and DVDs stand side by side within clean, modern architecture.

Solution

In order to monitor the premises and ensure proper management of activities, the management expressed the desire to have a video surveillance system installed.

The objective was twofold: on the one hand, the equipment had to enable management of customers flows entering and leaving during store hours and, on the other hand, the system had to guarantee the security of the premises at night.

Result

To achieve this, the company wanted to benefit from the very best video surveillance, including HDTV images, remote viewing and high-quality reproduction of recordings. The full package had to respect the architecture and the premises, with discreet equipment capable of covering a large area, and also guarantee quick and discreet installation so as not to disrupt activities.

"The company chose Axis Communications IP video, as it offers numerous advantages when compared to analog video. In fact, the MK2 Bibliotheque store, located within the MK2 Bibliotheque, required small cameras that could be placed in discreet locations. The external Ethernet feed offered by this type of video particularly appealed to us."

Olivier Meimoun, IT Manager at MK2.

Opting for modernity with IP video

The company consulted a number of service integrators via an invitation to tender, in order to obtain various recommendations on the video surveillance solutions that would fully meet its needs. Videoextern proposed an IP video solution based on Axis network cameras and Milestone's XProtect® video management software. As a leader in innovation with a particular leaning towards network-based technology, the company was receptive to this suggestion.

"Unlike the other integrators in the running, who were in favor of analog solutions, we convinced MK2 with our proposal for an IP video solution. Indeed, this distinctly modern technology could be quickly and easily integrated into its infrastructure. In addition, we were able to stand out thanks to our recommendation of material suited to the specifications and our unrivaled installation speed," said Brice Bauer, Pre-Sales Engineer at Videoextern. In September 2010, the Videoextern team installed around twenty Axis network cameras, the Milestone software and a computer server in just 3 nights.

Discreet equipment that delivers

Around a dozen AXIS P1343 Network Cameras were included in the selection. These are fixed cameras which are ideal for day and night use for internal surveillance of stores, offering superior video quality thanks to progressive scanning over several individual H.264 and Motion JPEG channels. The camera also integrates the concept of precise control of the lens for improved contrast, clarity, resolution and field depth.

Around ten AXIS P3343 Network Dome Cameras were also installed in the MK2 Bibliotheque store. This model offers superior image quality, particularly by integrating a day/night function and an expanded dynamic range, producing perfectly clean and clear images of bright or poorly lit areas.

The distance zoom ensures an optimized shooting angle and the required image resolution at the time of installation. This model thus met the expectations of MK2, who did not want to increase the number of cameras deployed, but who nevertheless wished to be able to follow the movements of the entire store with the help of wide-angle surveillance.

Furthermore, these two models guarantee high-performance video surveillance thanks to their "intelligent" video functions. Indeed, these cameras are equipped with improved motion video and audio detection systems, as well as a system for the detection of sabotage attempts in case of immobilization or vandalism. The management team can also access the images remotely from a smartphone or tablet. All images can also be stored and played from the head office, thanks to constant recording which can recover images from the previous 30 days. Activity reports can also be generated in order to monitor movements recorded outside of the store opening hours.

The MK2 management team, having been convinced by the benefits offered by IP video and the system installed by Videoextern, is satisfied with this equipment, which allows its teams to ensure the daily management and security of the store. As such, it will be possible to extend the use of this system in order to secure more of the group's theaters and shops.

About MK2 - www.mk2.com

MK2 is currently the leading independent French cinema group. It operates in all areas of the cinematographic industry: production, national distribution, international sales, televised production, communications, running theaters. MK2 products are present at the most prestigious international festivals and the group distributes movies by both French directors and recognized foreign directors from all over the world.

About Videoextern - www.videoextern.com

Videoextern is an integrator of IP video surveillance solutions. With its extensive IP experience in the field of information technology and its expertise in safety and security, Videoextern has offered a global video surveillance package since 2007 in order to provide for all safety, security, management and merchandising needs.

