

Technology sheds light on damage claims.

Shopping Boulevard replaces analog equipment with high-resolution Axis IP cameras to proof cases of alleged damage in parking garage.



Organization:

Shopping Boulevard Feira de Santana

Location:

Feira de Santana, Brazil

Industry segment:

Retail

Application:

Parking security

Axis partners:

Anixter, Wimaxi, ISS

Mission

Following the practice among other major shopping centers in Brazil, Boulevard Feira de Santana—the largest mall in the inland region of Bahia—planned to start charging for parking. In return, it decided to invest in security technology that could provide reliable, high-quality monitoring to enable detailed displays of customers and their vehicles.

Solution

Integrator Wimaxi recommended AXIS P1405-LE Network Cameras to monitor the vehicle entrances and 1,500 parking spaces, thanks to their image quality and especially their technological features such as WDR, Lightfinder and infrared. The shopping center then installed AXIS M3004-V cameras at attendant booths and in elevators and entrances to the administrative area. The entire system is managed by the SecurOS software from ISS—Intelligent Security Systems, an Axis partner.

Result

The cameras' excellent video quality allows Boulevard Feira de Santana to help customers when they request images, and it guarantees the availability of proof for the shopping center itself when customers claim their vehicles have been damaged. After learning about Axis technology, the shopping center decided to install the same brand of cameras in certain indoor locations to monitor specific stores, such as jewelers; and is now reviewing the option of replacing its analog cameras in other indoor areas. Thus, the project began with the mall's parking garage, then has expanded to monitoring critical areas; management is now moving toward expanding IP cameras to other indoor areas.



Customer concerns

Opened in 1999, Boulevard Feira de Santana is the main shopping destination in Feira de Santana. It felt the need to modernize the analog cameras to enhance parking garage security before it started charging users a fee to park. After all, protection and security are basic rights under the Brazilian Code of Consumer Protection, and service providers have a responsibility for problems that occur while providing their services.

The shopping center's concern for customer property is enhanced by case law. In Case 130, the Superior Court ruled that a "company is responsible vis-à-vis the customer for repair of damage or theft of vehicles that takes place in its parking lot." In other words, a shopping center that safeguards vehicles has an obligation to make reparations if there is any proven damage to the car. For this reason, Boulevard considered it important to invest in an operation based on high-quality images so it could protect its customers and its own management.

Parking Supervisor Fábio Góes explained that the project sought to ensure extreme precaution for security; therefore, the shopping center opted for reliable monitoring that provided high image quality to display customers and vehicle license plates under any lighting condition.

Test drive

The integrator Wimaxi went into action to address this challenge. This company had previously been responsible for the entire urban monitoring project in Feira de Santana, involving hundreds of Axis cameras. Its experience in the public sector added a great deal of value to Wimaxi's expansion into the private sector.

Wimaxi conducted tests with two models of Axis cameras and evaluated the performance of their video over a period of few days. This was a concrete demonstration that the cameras really could deliver what they claimed in their data sheets. "The Axis cameras were installed at the entrances and exits of the mall, and they allowed us to achieve excellent quality of monitoring and helped our operation immensely," says Fábio Góes.

The project took advantage of Axis technologies to achieve the best image quality in various scenarios. In the covered garage—a two-deck structure—lighting levels are low at night. Here Lightfinder technology is crucial to providing color information in situations where a camera without this resource would record in black and white.

With infrared, which is available in AXIS P1405-LE Network Cameras, the security operation achieved high-quality images with low noise in locations in the shopping center where lighting is turned off after-hours and IR technology becomes necessary. "Because the customer is paying to park, they end up with higher expectations. The high-quality images from Axis allow these demands to be met, offering good value for money for the shopping center," said director Wimaxi Victor Bezerra.

Night and day

The parking area copes with both low ambient light and intense light from vehicle high beams, among other challenges. To handle this situation, Boulevard Feira de Santana made use of Axis Wide Dynamic Range (WDR) technology. This resource meant that on the access ramps vehicle headlights didn't limit image clarity and impede license plate recognition.

"WDR is being used on the ramp up to the parking garage. When the vehicle is going up, the headlights can reflect on the lens, and without this technology the camera could not capture the image with the desired detail. But with this feature, the view is perfect," explains Victor Bezerra. According to Bezerra, WDR also makes a difference during the daytime, compensating for constant variation in levels of sunlight.





AXIS M3004-V vandal-proof cameras were chosen for environments where cameras are within people's reach, such as in elevators.

Expansion

After less than a year of use, Boulevard Feira de Santana had already enjoyed unmistakable improvements in its operations thanks to the high-resolution images. The project soon expanded into the administrative area, and in the interior of the shopping area at specific points. Here the Axis cameras are used to monitor stores with high-value products, such as jewelry stores. Axis cameras were then introduced into the outdoor areas of the parking garage—at entrances and exits.

Having passed the test of time, the shopping center plans to install additional Axis network cameras. "We are going to put two speed domes in the parking lot, and also in the mall interior, such as in the Food Court, where we have a very high level of human traffic. We are already getting quotes for the equipment," says Fabio Goes.

"Axis delivers what it promises—excellent video quality. This allows us to have more reliability in the images and to help our customers when they need it, and it also protects us when a user claims damage that did not happen."

Fábio Góes, Parking Supervisor at Boulevard Feira de Santana



About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 2,600 dedicated employees in more than 50 countries around the world, supported by a global network of over 90,000 partners. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

For more information about Axis, please visit our website www.axis.com.