

## Arecont Vision Image Clarity Prevents and Solves Robberies at Jewelry Store in Mexico

Higher-Resolution System Can Identify Suspects; Keeps Retailer and Customers Safe



### Customer

Among the many tenants at “Las Américas,” the second largest shopping mall in Morelia, Michoacán, México, a jewelry retailer experiences the mall’s foot traffic, the highest in the area. Mallor Joyeria is a popular jewelry store in the upscale venue.

### Challenge

The Mallor Joyeria had been robbed several times; however, with the low-quality resolution of the store's previous surveillance system none of the suspects were ever clearly identified or caught. The basic system included eight security cameras, installed to deter shoplifting and theft. The store was in need of a higher-quality system to help protect its customers and valuable inventory from future criminal threats. Specifically, they were looking for wider views and higher-resolution coverage.

### Megapixel Solution

Searching for a higher-quality surveillance system, Mallor Joyeria contacted Sermex, a well-known nationwide security company specializing in video surveillance since 1988; committed to developing high-technology video solutions and works hard to keep its service competitive according to Sermex Products Engineering Manager, Mr. Rodrigo Cervantes.

Seeking the best option for higher-resolution IP megapixel cameras to use at the jewelry store, Sermex turned to Arecont Vision. In addition to additional security benefits and the ability to identify suspects, Arecont Vision cameras provide efficiency benefits such as wider views and higher-resolution coverage. Sermex engineering department lists high recommendations and performance as the two biggest factors in choosing Arecont Vision cameras. They also cite price as a factor and adding that the cameras are “very cost-effective.”



#### MegaDome® Series

- 1.3, 3, 5 Megapixel and Full HD 1080p
- All-in-One Solution
- H.264/MJPEG
- 32fps@1.3MP, 24fps@1080p, 15fps@3MP, 9fps@5MP
- Color and Day/Night Versions
- Multi-Streaming: Up to 8 Concurrent Non-Identical Streams
- Bitrate Control
- Superior Low Light Performance

A Sermex integrator installed eight of Arecont Vision's MegaDome® cameras at the jewelry store, including six in the store area covering the jewelry showcases. Two more cameras were installed in "very confidential and restricted areas" according to Sermex engineers.

"After evaluating various manufactures for this type of application, the customer chose Arecont Vision's megapixel cameras," said Mr. Cervantes. The system is monitored locally by the jewelry store management and can also be monitored remotely via Internet.

## Megapixel Benefits

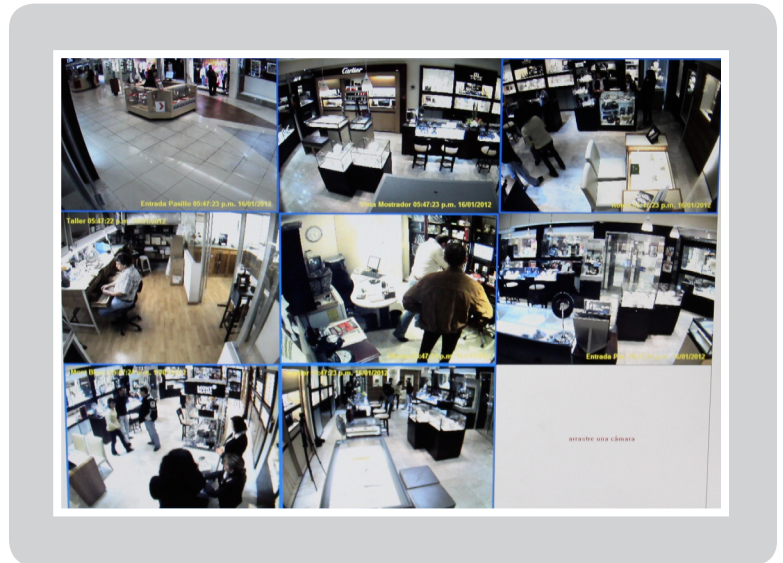
The greater resolution of Arecont Vision's MegaDome® cameras enabled the Mallor Joyeria to gather better, more detailed information to help them track, verify and stop the operations of those attacking the store. The result is a lower rate of violent attacks and an increase in security for the store's customers. Greater image clarity translates into better information to be used as evidence.

A significant benefit of the new system is a greater comfort level for the store's customers. Previously, customers did not feel comfortable in the jewelry store because of perceived security threats, which kept them from shopping there. Now they feel safer, more at ease and more likely to visit the store, which will help contribute to return on investment (ROI) of the new system, according to the jewelry store management. They have stated their confidence that this whole new Arecont Vision security system will increase the retailer's ROI because customers and employees will feel secure. Not only will it will stop burglars, it may also decrease our insurance costs.

Arecont Vision MegaDome® cameras enable the jewelry store to gather, analyze and interpret any evidence of theft, which will help them achieve their primary goal of greater security. The system has performed "perfectly" to date says the jewelry store management, and Arecont Vision's response to the needs of the user and integrator has been "excellent."

Mallor Joyeria management has seen that the improved video quality of megapixel imaging can provide a range of benefits in retail applications. For example, better video quality makes it easier to view the way clients and clerks handle the jewels, watches and other products mainly while these are being showcased. The picture quality and digital zoom capabilities of Arecont Vision cameras far exceed analog technology and enable retailers to retrieve highly usable video.

Megapixel imaging represents a significant upgrade in system functionality compared to standard-resolution cameras. The use of fewer megapixel cameras to cover larger areas can dramatically decrease costs related to other elements of a system. This advantage plays especially well in the retail environment, where costs are always a consideration.



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The successful application of megapixel cameras to provide unparalleled image quality and resolution in a small retail environment such as the jewelry store in Mexico illustrates the flexibility of megapixel solutions and their cost-effectiveness for a wide range of uses.

## About Arecont Vision

Arecont Vision is the leading manufacturer of high-performance megapixel IP cameras and associated software. Arecont Vision products are made in the USA and feature low-cost massively parallel image processing architectures MegaVideo® and SurroundVideo® that represent a drastic departure from traditional analog and network camera designs. All-in-one products such as the MegaDome®, MegaView™ and D4F/D4S/D4SO series provide installer friendly solutions. Compact JPEG and H.264 series of cameras address cost sensitive applications. These innovative technologies enable Arecont Vision to deliver multi-megapixel digital video at IP VGA camera price points.

