

## Case Study

Application: Shopping Mall  
Company: Palácio do Gelo  
Country: Portugal

**SONY**  
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## Video Security Keeps Shoppers Safe



As shopping mall managers predicted a growing number of visitors, a comprehensive security and safety solution was identified as a key requirement for the effective monitoring of the space. However, the diversity of the 175,000 square meter space posed monitoring difficulties. Palácio do Gelo worked with Sony to build a monitoring system that would utilize the center's existing IP network, providing the diverse range of products and applications needed.



### Background

Palácio do Gelo is one of the largest shopping centers that has been built in Portugal to date. Located in the Viseu area, an expanding region in the center of the country, it has quickly become a retail hub for the thousands of people living in the area. The mall was visited by a record 7.5 million shoppers in the year ending April 2009, drawn to the 200 shops and restaurants, cinema, swimming pool, an ice-rink and supermarket.

### Challenges

Palácio do Gelo needed an effective monitoring system that would ensure the safety of the thousands of mall visitors, but would meet the specific needs of such a large and sophisticated retail environment. However, it was critical that the system was flexible and could be adapted to meet the changing demands of the mall's managers. By using the existing IP network there would be the potential to expand the infrastructure when required through the addition of new network cables, fulfilling the center's long term business plans.

## Solution

### Sony Solution

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Palácio do Gelo selected Sony to provide an integrated surveillance and communication system. The project included the installation of 200 IP networked cameras, corporate televisions, a public address system, access control and intrusion detection systems. Significantly, all areas of the mall – public, technical and private – are managed using the same software. While improving integration and control, this also enabled Sony to create a highly customized solution.

### The implementation/results

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Working with Sony Professional Services, Palácio do Gelo selected a range of mini dome, fixed and pan-tilt zoom cameras. By installing cameras with a range in functionality, Sony was able to choose the most appropriate camera for a specific use, improving monitoring quality considerably.

The use of Sony's Distributed Enhanced Processing Architecture (DEPA™) was critical to the success of the deployment. DEPA technology assists intelligent video analysis, enabling businesses to deploy high-performance IP monitoring networks without overloading the existing IT infrastructure. This also aids the control and management of the cameras; the IP network enables all 200 cameras to be managed in one central control room using Sony RealShot™ Manager software. The ability to distribute content over a network means that the system can offer near real-time analysis reports and a remote video-verification facility, providing a more accurate representation of activity in any given location.

The digital signage solution chosen further enriches this experience. The mall boasts 25 large and hard-wearing LCD screens complete with Sony's Ziris View™ software that support the centrally controlled networked communications platform.

### Why Sony were selected

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Sony offered the most advanced integration of surveillance and signage, providing both an advantage in risk mitigation but also cost savings through improved efficiency. While Sony's understanding of the specific market challenges that came with this was essential to the success of the implementation.

This was the first time that the same supplier had been used for the installation and maintenance of such a diverse project in Portugal. Only by using the same supplier could Palácio do Gelo achieve such seamless integration across the mall.

## Quotes

Isabel Dias, Director, Palácio do Gelo

'Sony Professional has brought innovation and efficiency to our security plans and strategy. It is a great solution.'

### Product List

- SNC-CS11
- SNC-CS50
- SNC-DF40
- SNC-RX550
- IMZ-RS400 series

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