



AD Network Video combines the world leading technology of the AD Group to deliver seamless security and safety solutions.

- Vertical Market: Leisure
- Country: U.S.A.
- End User: Muvico

Customer Challenge

A leader in the application of this CCTV technology is Muvico which owns 13 theatres in Florida, Maryland and Tennessee. The company's Palace 20 Theatre in Boca Raton, Florida, and Paradise Theater in Davie, Florida, offer a high quality movie experience with six balcony theatres where customers can opt to reserve extra-wide seats or love seats, have free popcorn and valet parking, and bring in food and wine from the theatre's restaurant and bar.

When it came time to address the issues of loss prevention, employee and customer safety, Muvico turned its attention to CCTV security systems. "Our first systems used cumbersome videotape," said Darryl Leversuch, Director of Technical Services for Muvico in Fort Lauderdale, Florida. "We couldn't document a slip and fall well. The video was too grainy and had too much time lapse."

AD Network Video Solution

At that point, Muvico contracted APS 2000 of Boynton Beach, Florida, to install digital recorders and higher quality cameras. APS 2000 replaced the existing VCRs with Dedicated Micros' Digital Sprite 2 (DS2), 16-channel, DVRs.

Now, five NetVu Connected Digital Sprite 2 (DS2) DVRs support nearly 80 cameras at the Paradise; another four support 64 cameras at the Palace.

"We chose the Digital Sprite 2 model because it provides all the features Muvico was looking for," said Marco Torres, Crew Supervisor at APS 2000, "such as remote log in, ease of use, large storage capabilities and clear pictures."

Each theatre has on-site monitoring and Muvico's Leversuch can now access any theatre remotely from his corporate office. Till theft and concession "giveaways" have dropped about 75 percent, and the theatre is catching those who still try it. Concession stand cameras also allow managers to study employee efficiency, maximizing customer flow by locating staff to best serve customers.

Due to the success of the system, Muvico has apportioned capital expenditure over the next two years to retrofit its existing sites as well. "More than 90 percent of the slip and falls have been determined to be unfounded since upgrading to Dedicated Micros' DVRs," Leversuch said. "It isn't unheard of to have to pay out \$50,000 for one faked incident, so if you can prevent a single payout from a faked slip and fall, you're recouping a lot of your security system investment."

Pauline Norstrom, Worldwide Head of Marketing at Dedicated Micros, is delighted with the Muvico results: "It is gratifying to see our CCTV technology making a real, measurable difference, on the ground to Muvico's ability to deal effectively with a range of operational issues from theft to fraudulent personal injury claims."

Case Study