



## PAK Supermarkets Welcomes CCTV of the future from Dedicated Micros

- Vertical Market: Retail
- Country: UK
- Vertical Market: Pak Supermarkets
- Integrator: Security Direct

PAK Supermarkets, Europe's largest Asian supermarket chain, and a favourite for ethnic cuisine lovers across the Midlands, is benefiting from the latest NetVu Connected CCTV technology developed by Dedicated Micros – part of AD Group – and installed by Security Direct.

### Combining Security & Service

The new infrastructure at De Montfort which went 'live' in August 2007 reflects the University's desire to be at the forefront of technology and innovation in all areas of its operations. It is a positive example of the way that the latest networked digital CCTV technology can be applied, successfully, to protect large scale and diverse campus environments. Already a number of educational establishments have expressed an interest in following De Montfort's lead after visiting its new state-of-the-art CCTV control room - at the heart of the scheme - to witness the solution in action.

DM Fusion installer Security Design Services has been a key driving force behind this large-scale project, working in conjunction with the Estate Services and Security team at De Montfort, to create and install a CCTV solution which meets their current and future security demands.

Key elements of the ambitious scheme include the linking back, over fibre, of 21 geographically dispersed campus buildings - using a number of Digital Sprite 2 DVRs (Digital Video Recorders) from Dedicated Micros and the associated user-friendly NetVu ObserVer GUI (Graphic User Interface) - to a new control room in the Estates Services and Security building at the Leicester campus.

Terry Eaglen, Dedicated Micros Accounts Manager, explains: "With the new system, every product that goes through the till can be monitored and analysed.

It gives store management the chance to see exactly what is being bought with both the till transaction and video footage being combined, not just overlaid on the video footage, but being read, and managed as part of our highly sophisticated metadata handling process.

Bringing these together gives users the perfect opportunity to keep track of who is buying what and enables stores to better control and plan their own store layouts and help in developing marketing strategies."

In addition to integrating point of sale data, the technology also provides a wide spectrum of security benefits beyond the scope of a more traditional installation. With a network of cameras covering inside and outside the store, the system - combined with store detectives - has rapidly become part of the daily routine at the supermarket.

Terry continues: "The Dedicated Micros system allows users to design a set-up to meet the individual needs of their business. It can be applied, for example, to trigger an alarm if a large number of £50 notes have been exchanged in the store in a short space of time at different tills. Anything from investigating fraud to clearing up customer complaints if they think they have been short-changed can be dealt with at the touch of a button, which provides an extra chance for the supermarket to deliver excellent customer service."

Case Study

## A Supersized Project

West Midlands-based company, Security Direct, was commissioned to install the system.

Surj Dhami, Managing Director of Security Direct, said: "The biggest hurdle to overcome was the sheer amount of equipment required. It is a large supermarket with a correspondingly large and complex installation so it made sense to select Dedicated Micros systems which could be readily integrated together."

In total 20 2040 indoor dome cameras, a 2060 precision outdoor dome and six Dedicated Micros Digital Sprite 2 (DS2) Digital Video Recorders (DVRs) provide the basis of the installation, including a total of 9Tb of hard disk storage capacity, as part of a sophisticated network system. In addition, 12 APOS interfaces were installed with 30 LCD monitors as part of the four-month project.

At the design stage of the project, Security Direct chose to specify Dedicated Micros NetVu Connected products, which allow images to be viewed via a TCP/IP network on any authorised PC, across the installation.

2060 domes were chosen to cover the exterior of the supermarket partly because of their resistance to vandalism, but also the ability of the cameras to operate in low light conditions. The more compact 2040 domes cover the inside of the store at tills and along the aisles.

The network of CCTV cameras capture images and transmit them back to a 24/7 manned control room. Images are viewed on dedicated monitors, with traditional joystick control of the system. At locations around the store, management has access to the CCTV system via Dedicated Micros NetVu ObserVer software, which is installed on PCs and offers very familiar Windows-based drag and drop functionality to get the end users up to speed as quickly as possible with the new technology.

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