

# DVTEL Case Study: Eden Walk Shopping Centre

## UK shopping mall migrates to IP video surveillance with the help of DVTEL

### Quick Facts:

- ◆ Eden Walk attracts more than 11 million customer annually
- ◆ 250,000 square foot facility with 28 stores
- ◆ The DVTEL solution includes Ariel encoders, Quasar HD IP cameras and Horizon NVRs
- ◆ High-quality images aid investigations
- ◆ Faster searching and exporting
- ◆ Mobile capability allows mall officials to monitor on-the-go
- ◆ Improved customer safety while maintaining open environment

### Company Background

Located in the town of Kingston-Upon-Thames in southeast England, Eden Walk Shopping Centre is a popular shopping destination in the UK, attracting more than 11-million visitors each year. Covering 250,000 square feet, Eden Walk is home to 28 different retailers and cafes, including M&S, BHS, H&M, Cargo, Sainsbury's, and Heal's. The shopping centre also features a multi-story car park of 14 floors with 675 spaces.

Eden Walk, which opened in the late 1960s, recently decided to update its analog video surveillance system with new IP video solutions from DVTEL and turned to experienced security systems integrator Syntinex to help it make the migration.

### Out with the Old in with the New

According to Jacques Lombard, Managing Director, Syntinex, the company took over maintenance of the security system at Eden Walk about four years ago. To get the Eden Walk's surveillance system up and running, Syntinex initially outfitted the site with DVRs to support the existing analog infrastructure. However, about six months ago, they experienced a failure with one of the DVRs, at which point they decided to deploy a Horizon NVR server from DVTEL to upgrade the system.

"We first replaced one of the existing DVRs and converted the analog images using DVTEL's Ariel IP video encoders, and the customer was quite happy with that," said Lombard. "We then removed a second DVR and built the entire system on an IP backbone."

Because of the system's age, Lombard said that image quality wasn't on par with modern day standards, which was further compounded by the fact that the mall was recording video at very low frame rates. However, with the new DVTEL platform and H.264 compression, Lombard said the system now can record video in real-time, enabling security staff at Eden Walk to search footage much more effectively.

The total project took the Syntinex team between two to three weeks to complete and included the installation of eight DVTEL Ariel encoders, a Horizon rack-mount server, as well as two new Quasar IP cameras. The integration team had also been asked to deploy three additional Quasar cameras on the floor of the shopping centre itself to increase surveillance coverage. As the current analog cameras on the networks fail, Lombard said they will also transition the mall's entire camera network to Quasar IP cameras from DVTEL.



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## About DVTEL INC.

DVTEL is the pioneer and a dominant market player in the creation, development, and delivery of end-to-end IP video security and surveillance solutions.

Our software-based solutions create superior value for a wide range of customers by providing a unique level of freedom to focus on what's most important—their primary strategic and business goals. DVTEL's innovative IP-based systems collect raw data from multiple sources and turn it into actionable information. Comprehensive and timely information empowers end-users to automate and improve decision-making, resulting in increased security, reduced costs, enhanced productivity, and greater profitability.

**DVTEL's solutions are OPEN, with the ability to integrate with camera partners, such as Axis, Bosch, Sony, Arecont, Pelco, and Panasonic. Our solutions also integrate with other applications, such as access control, LPR, PSIM, and gunshot detection.**

For more information:  
[www.dvtel.com](http://www.dvtel.com) or  
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"When we looked at an IP solution for Eden Walk, we immediately thought of DVTEL," Lombard said. "With DVTEL, the system is future-proof and being an IP-based solution, it allows for quick and easy expansion, so if we want to add additional cameras we can do so quickly."

## IP Overhaul a Success

Ailsa Fraser, Centre Manager, Eden Walk, said the transition to the new DVTEL system has been very smooth and the security staff is extremely pleased with the high-quality images the DVTEL solution provides.

"The clarity that we now have is amazing. I have 28 camera feeds up on a 32-inch TV screen in my office and I can see absolutely everything going on in the shopping centre, as well as the basement area and corridors. I mean it is absolutely fantastic," she said. "We've also been able to bring one of the office blocks we manage online as well with the DVTEL system, so we've now got cameras in places where we didn't have coverage previously."

Fraser also lauded the user intuitiveness of the system, as well as the mobility as she and her deputy now have the ability to remotely access using their tablet or mobile phone.

"If there was ever a major incident, we would be able to carry on with running the shopping centre because we can see what's going on remotely," said Fraser. "If there was ever a shooting or some other incident that we had to manage off-site, we have the ability to view the cameras to speed-up response and video footage if needed."

"I'm not a techie person, but even I can operate it because it is very user friendly. We also now have the ability to send the local Council control center our video feeds. They have the ability to link into our system and liaise directly with the police where necessary," Fraser explained. "Syntinex came to us and suggested this would improve our security processes."

Additionally, Fraser said the upgrades have helped reduce latency in the video feeds as the movement of people within images is no longer blurry.

"When you would play video back in the old system, it was very jerky, but with this system you can play it back or slow it down to meet specific needs," she said. "In the past, when the camera was processing images, you might easily miss something when you were downloading information."

Eden Walk needed a more robust surveillance system because of its open layout and lack of gates to manage access at night. The mall also does not use security personnel on the premises at night, adding yet another strong justification for the investment. The DVTEL system has paid dividends for Eden Walk in a recent incident that helped security officers access high-quality images of a juvenile who spray painted graffiti in the public toilets.

"We were able to get into the system, narrow down the time from when the graffiti was discovered to when the toilets had previously been cleaned," said Fraser. "We were then able to easily playback — literally choose the time of day and the date — and get a clear image of the young lad who thought it was fun to spray graffiti over our new facilities."

It was important to security officers that the new system is able to grow and adapt as security and business needs evolve. The entire system was designed to allow the mall to scale the number of cameras, as well as camera locations, storage and capability, as needed. Now, mall management will be able to grow their system and continue to upgrade technology over the years.