VIVOTEK Providing Top Digital Communications, Entertainment, and Information Services to SBB in Serbia and Montenegro
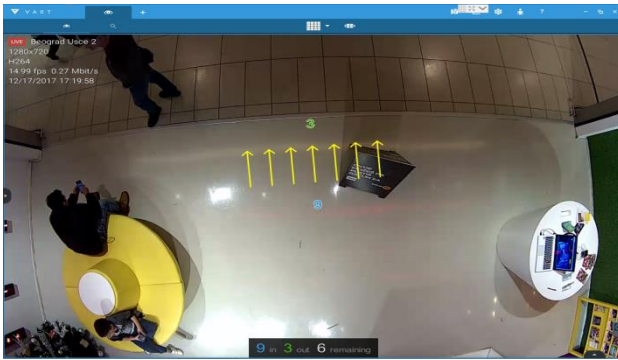

Vertical: Retail
Country: Serbia and Montenegro
Solutions: FD8166A
Total Quantity: 50+
Software: VAST 2
Partners: Netiks d.o.o.

Background

As the leading provider of digital and analog cable television, broadband internet, and fixed telephony in Serbia, SBB brings nearly a decade of experience in serving the largest customer base in Serbia and Montenegro.

SBB is a part of the United Group, which operates in six countries of the former Yugoslavia, with sibling companies Telemach, Total TV, NetTV Plus, and more. Their services bring the most popular news, sports, films, children's programs, and a variety of other content to their growing audiences.

As the world continue to advance in the technological development and use of the Internet, companies like SBB play a crucial role in connecting people with each other and with the rest of the world – in the sharing and enrichment of vast varieties of information.

The Challenge: A Growing Customer Base Calls for a More Comprehensive Surveillance Solution

As SBB's business and customer base grow, so does its need to expand and upgrade the video surveillance systems at its numerous retail locations. Nowadays, security in and around the locations is a given, while more important uses of video surveillance technology is monitoring and analyzing customers coming into the store. With useful analytics on customer numbers, lengths of stay, peak times, and frequency of customer visits, the company will be able to improve human resources management, maximize the efficiency of services in the stores, and minimize security risks, all the while saving on costs.

To do this, the company needs to upgrade its video surveillance setup from traditional CCTV systems to automated, smart solutions that not only facilitates state-of-the-art security but also accuracy in people counting, ease of setup, convenient storage, smooth and fast content transfer, and high video quality. It must also be easy to manage for the company's information and security divisions to do their best at their jobs in this day and age.

Netiks Teams with VIVOTEK to Equip SBB with Top Notch Video Surveillance Solution

Netiks is the largest distributor of network and communication equipment in Serbia and Montenegro and has been SBB's partner of choice to bring its surveillance systems to the next level.
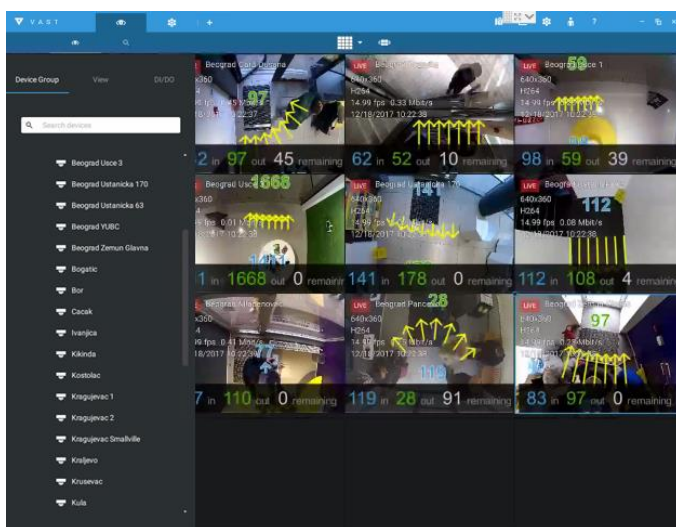
The main focus of the current stage of upgrades is installing more than 50 of the latest FD8166A ultra-mini fixed dome network cameras cross the company's retail locations which gets 450,000 visitors every month and setting up the VAST 2 software to make everything work in perfect unison.

On the hardware side, the FD8166A has compact, low profile, yet stylish design that fit right into modern, sleek spaces of the retail locations, both on the perimeters and inside the stores. After the easy transition process from traditional equipment, aided by the built-in IEEE 802.3af compliant PoE technology the camera's 2-megapixel CMOS sensor started capturing 1920x1080 resolution video at 30 FPS. With WDR enhancement and 3D Noise Reduction that come with the cameras, the information and security staffs can tap into crisp and clear images even in extremely bright and dark environments. The defogging capability further defends against adverse weather conditions.

VIVOTEK's people counting solution is a smart-edge video analytic function that delivers real-time, bi-directional counting data across a large field of view. With this function, counting and monitoring data are directly computed rather than relying on a dedicated computer. SBB applied the 2D people-counting solution to count and monitor its visitors. To date, the solution has achieved 98% accuracy. The system stores the data for 90 days and issues push notifications to relevant operators. To ensure uninterrupted access to information on security and flow, the camera supports H.264 compression, which significantly reduces data size, conserving network bandwidth and enabling real-time monitoring of all camera systems across the company's retail scene.

Powering this advanced setup at SBB is also the VAST 2 software, which was also introduced to upgrade SBB's surveillance system. VAST 2 is VIVOTEK's top-shelf IP video management software (VMS).

Behind the stylish, intuitive UI are a suite of functionalities that make the work of the staff easy and effective. VCA report and Smart Search in particular have driven the company's analytical efficiency to unprecedented heights.

As central management software, VAST 2 is designed to oversee all surveillance products, which means that the system will be able to scale to more of the company's retail locations as well as grow with the company's prosperous future expansion.