

## VIVOTEK Cameras Enhance the Security of Bazarstore in Azerbaijan

### Background

Bazarstore, a large supermarket chain in Azerbaijan, provides various consumer goods and commodities. Bazarstore's key branch in Sumagyt, one of the biggest cities of Azerbaijan, welcomes numerous customers every day, getting particularly crowded during holidays or on days when there are special promotions. The safety of people who are shopping in the store and the security of store operations are top priorities. With this in mind, Bazarstore's Sumagyt branch believed that an effective and comprehensive surveillance system as a replacement for its existing old and ineffective CCTV cameras was needed to prevent shoplifting while ensuring the safety of staff and customers. Axis Group, VIVOTEK's local distributor, provided Bazarstore's Sumagyt branch with professional consulting services. Thanks to the Axis Group's successful product demonstration for the client, VIVOTEK's cameras were adopted for their ability to provide seamless monitoring and capture clear footage of customers in key locations, such as check-out counters, merchandise areas, and the entrance.

### Solution

In this project, several VIVOTEK's latest released IP cameras have been installed indoors and outdoors, including FE8172, PD8136, CC8130 and IP8332, replacing a great number of existing analog cameras.

The FE8172, a 5-megapixel fisheye fixed dome network camera with a removable IR-cut filter, is able to deliver high-quality and high-resolution video footage 24 hours a day. Equipped with a fisheye lens for a 180° panoramic view if mounted on a wall or a 360° surround view if mounted on the ceiling without blind spots, the camera is an ideal choice for open areas. In light of the wide coverage provided by this camera, the store installed the FE8172 in large rooms, the entrance, and the exit of the supermarket, and also mounted it above the cashiers desks, for clear monitoring of customers' movements, events of interest, and the transactions handled by cashiers.

For corridors between merchandise shelves, the PD8136, with flexible 360-degree pan and 80-degree tilt functionality, was adopted. PD8136 is not only enabling administrators to comprehensively control views over a monitored area via pan and tilt, but it is also capable of capturing high-quality, high-resolution video. In addition, for monitoring smaller spaces in the supermarket, the compact-sized CC8130 was selected for its 180-degrees panoramic view without blind spots, providing complete video security of the site.

In order to achieve clear, high-quality views of the outdoor areas in front of and behind the store, the IP8332, with a 1-megapixel sensor and removable IR-cut filter as well as IR illuminators effective up to 15 meters, was chosen for delivering superior image quality around the clock. The camera is encased in an IP66-rated weather-proof housing to withstand rain and dust, protecting the camera against a range of adverse outdoor conditions. For completing a seamless surveillance system, Bazarstore's Sumagyt

branch also introduced VIVOTEK's Network Video Recorder for sophisticated recording, eliminating the need for a separate PC to view videos.

### **Achievement**

Mr. Mustafa Celenk, Director of Axis Group, remarked: "In this project, the client has benefited financially and technically. It is impressive that just one FE8172 can deliver the same coverage as seven old cameras that had been used in the stores. The client is very satisfied with the quality. With the installation of VIVOTEK's panoramic and pan/tilt/zoom models, the total number of cameras needed by the store has been reduced. Also, the video recording and live views are much better than the old analog CCTV system."