Siam Paragon in Thailand Gets a VIVOTEK Overhaul

Siam Paragon, the eponymous shopping center built by Siam Paragon Development Co. Ltd., opened its doors to the public in 2005. The complex was well received and has since enjoyed eight years of steady fanfare, enough time and growth to warrant a comprehensive CCTV system upgrade.

Moving toward the Intelligence

Overhauling the eight-year-old CCTV system involved a delicate process of replacing the original coaxial cable with a new UTP cable. Both systems had to be fully operational for the entire duration of the swap, running parallel to each other until the new cable was successfully in place. Only once the new CCTV system was completely installed could the old system be disengaged. Aside from the tricky hands-on aspect of the upgrade, time pressure further presented a twofold problem. First of all, the project had to be completed within four months. Even under normal circumstances that is a relatively tight deadline, but there was yet a second catch: work could only commence after shopping hours. When the Siam Paragon closed its doors for the night, a new wave of activity was set in motion on the inside. Thankfully the team was able to pull off the project in due time, and the migration to VIVOTEK's new system proved fruitful.

The project served as a testament to the nature of VIVOTEK's clientele. The discerning customers in Thailand have an eye for quality, which was the only factor they had to consider given their flexible budget. They compared VIVOTEK products to those of the industry's top 5 leading brands and decided on upgrading to VIVOTEK's full IP CCTV system. VIVOTEK's Supreme Series products come with an impressive host of features, including Full HD, WDR sensors, IR illuminators, and top of the line Day/Night cameras. For VIVOTEK's distributor TSOLUTIONS, who won the bid for this project, the choice was obvious. Siam Paragon installed a total of 700 cameras ranging from five of our models: FD8161, FD8162, SD8362E, IP8362, and MD8562.

TSOLUTIONS proposed VIVOTEK's Supreme Series for this project to maximize customer benefit. VIVOTEK's cameras, coupled with intelligent video system NVR, provide the option of full function analytics: People Counting evaluates the number of visitors per given period of time; Point-of-sales integration assists in Loss Prevention, allowing desired footage to be accessed almost instantaneously; Face Detection captures the face images and indexes them for easy investigation, should the need arise. Using this technology any suspicious activity or alarm triggering events can be analyzed with ease. The integration of this system with VIVOTEK's cameras not only provides great image quality, but also ensures that customers at Siam Paragon have a safe and secure shopping environment.

Advanced Security, Enhanced Safety

After Siam Paragon migrated to the new IP CCTV system, the upgrade exceeded Mr. Wornphom Kerdniyom's expectation. Wonphom, who is the BAS Manager of Siam Paragon, commented on the new system, "We can see major improvements in the image quality, especially during strong sunlight. The increase in resolution from D1 to Full HD is also remarkable, now we can get clear visuals of customers' faces from 15 meters away." The system utilizes a comprehensive networking design as a module, meaning there is no single point of failure, a brilliant safety feature to which Wonphom remarked, "the system comes with a brain that accurately triggers the alarm, and it does so right upon setup, it's very intuitive. If we have an intruder entering a hot zone, the alarm is set off and our operators can respond in real time. Besides, we provide the back-up storage inside SD Card of the camera itself to ensure that in case of network congestion problem, we still got the video footage, together with NVR Failover system, when some NVR got problem, we can move that NVR to record in Failover Server Instead. We thank TSOLUTIONS that bring the great VIVOTEK IP CCTV system to Siam Paragon. " With the new system in place, Thailand's top shopping center just got a little bit better.