



The PC & Wireless Shop

Canandaigua, New York

As a business specializing in the technological needs of its customer base, The PC & Wireless Shop wanted to experience first-hand the latest in IP camera technology via the installation of Tyco Security Products' Illustra Edge high-definition cameras.

CASE SUMMARY

Location:

Canandaigua, New York

System Installed:

Illustra

Illustra Edge Fisheye cameras

Illustra Edge Mini-Domes cameras

Exacq

exacqVision Edge VMS software

Introduction

Since 2006, The PC & Wireless Shop is a local, family-owned business located in downtown Canandaigua, New York. Owned and operated by lead technician Dean Carpenter and his sons, Jeff, Kevin and Ben, The PC & Wireless Shop sells and services cellphones, custom-built computers and laptops, IP security cameras and PBX business phone systems.

Challenges

As a busy and growing enterprise, The PC & Wireless Shop needed to monitor its retail store and repair space. The current array of IP cameras used for in-store surveillance were old and slow. They produced pixelated video making it nearly impossible for them to identify activity. Beyond the image quality, the cameras left blind spots in the coverage area. In addition, the cameras required special software and a dedicated PC with which to monitor the video, resulting in added expenses as well as taking up valuable store space.

Solution

With thousands of dollars of high-tech equipment in the shop, they wanted to ensure their materials were secure at all times.

The PC & Wireless Shop selected Tyco Security Products edge technology with Illustra IP cameras pre-installed with exacqVision Edge video management system (VMS) software installed directly on the IP camera. Tyco's edge recording solution eliminates the need for a server while saving bandwidth and costs.

Over several months, Operations Manager Ben Carpenter installed eight Illustra Edge cameras to more fully cover the 5,000-square-foot business. Four Illustra was also added on the sales floor to capture video of

the front door, while a second mini-dome was located by the office door. Two Illustra Edge mini-bullet cameras completed the installation, with one placed in the backroom facing a locked cabinet and the other situated over the computer repair station.

Installation was intuitive, said Carpenter, with camera set up thought out for the end user from mounting and connecting each camera to configuring the exacqVision video management system software.



"I thought the whole process was much easier than I anticipated," said Carpenter. "When I turned it on, there wasn't a whole lot to set up. There was really no challenge with it."

The Illustra IP cameras drastically improved the image quality. The mini-dome cameras perform in low light conditions giving The PC & Wireless Shop the ability to see important details clearly in color. The fisheye cameras increased their situational awareness by constantly recording full resolution video over the entire area while allowing them to PTZ to view regions of interest.

The onboard exacqVision VMS software provides all the benefits of a full-featured, sophisticated VMS. With exacqVision, Carpenter can quickly search the video using the thumbnail or timeline searches to see activity from a specific time frame.

Unlike the old system that required a dedicated computer to run it, each Illustra camera acts as its own server, recording video to an onboard SD card. This prevents business from incurring separate server hardware installation and configuration costs, since the server software and video storage is onboard the camera. The high-definition 1080p cameras provide a better picture and the combination of fisheye, mini-bullet and mini domes eliminate blind spots in the store and work areas.



The Illustra Edge solution provided The PC & Wireless Shop with an easy, cost-effective way to improve their video security system, while saving time and money. Illustra Edge enabled them to better utilize their space without the need for a server rack. The PC & Wireless Shop uses the cameras primarily for on-site surveillance, although Carpenter has plans to set up the system so he can view and respond to video from his smartphone since the cameras provide both live and recorded video triggered by motion detection or alarms.

“We haven’t had an incident yet, but it’s good to know we have video back up available. This is our safety net,” he said.

The Customer – The PC & Wireless Shop

The PC & Wireless Shop in Canandaigua, N.Y., has 10 employees and is a leading retailer and service

provider in cellular phones, custom built computers and laptops, IP security cameras, PBX phone systems and customer service. Services include setting up a new cell phone, installing PBX business phones and security cameras, providing phone lines and Internet connections and installing and integrating computers, printers and networks. Through its partner Dynamic Design, it can provide web sites, web domains and hosting and printing and graphics design.

The Solutions Provider – Tyco Security Products

Tyco Security Products is a unified group of the most comprehensive world-leading premium access control, video, location-based tracking and intrusion solutions in the security industry. Tyco Security Products conducts business in over 177 countries around the world, in multiple languages and employs over 2,800 employees globally, including research and development, marketing, manufacturing, sales, service and logistics teams in the Americas, Europe, the Middle East, Africa, and Asia Pacific. Our products, built by developers from all product disciplines, consistently allow customers to see more, do more, and save more across multiple industries and segments including healthcare, government, transportation, finance, retail, commercial and residential. Worldwide, Tyco Security Products helps protect 42% of Fortune 500 companies, transportation systems on five continents, 37% of the world’s top 100 retailers, over two million commercial enterprises, thousands of students in more than 900 educational facilities, and over five million private residences.