

Meiller Jewelers  
Schwandorf, Germany

# MOBOTIX

## CASE STUDY



MOBOTIX ... Security-Vision-Systems

## Modern Video System Safeguards High-End Jewelry

Trust – along with appearance – both play a key role in the world of exclusive watches and jewelry. This is also the case for Meiller Jewelers in Schwandorf, Germany. This fifth generation partnership offers exclusive watches, jewelry, and glasses from venerable, high-end, and contemporary brands and models.

With their experience, exceptional service and extremely wide selection of both traditional and trendy products, the family-run company has captivated customers since 1876. Twenty employees advise customers and sell pro-

ducts, as well as ensure the high-quality maintenance and repair of watches and jewelry in the certified master workshop. The jewelry store's range includes around 200 brands of watches, rings, necklaces, earrings and bracelets as well as eyewear, offering over 10,000 products in total. When it comes to video security, Meiller also relies on a modern solution and has installed ten MOBOTIX cameras in the store.

### Details Not Clear To See

Up until now, the jeweler had been using an analog security camera system, which was starting to show its age and no longer ran smoothly. In addition, the quality of the video images sometimes left much to be desired. "We are dealing with very small items here, such as earrings, and sometimes these were difficult to make out due to the low resolution of the analog camera," explains Roland Meiller, owner of Meiller Jewelers.

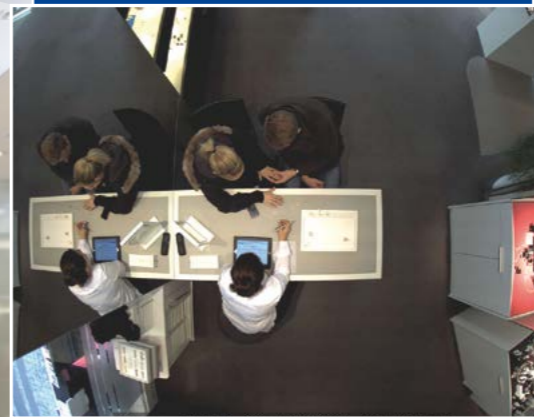




c25 Indoor Camera



p25 In-Ceiling Installation Solution



## Jewelry Shop Opts For High Resolution And Elegant Design

### Design, Resolution And Excellent Value For Money Seal The Deal

That's why Roland Meiller decided to install a new video solution. So he called the security consultant Norbert von Breidbach-Bürresheim, Managing Director at VALEO IT Neteye GmbH ([www.valeo-it.de](http://www.valeo-it.de)). He packed the MOBOTIX cameras up and brought them to the store where he demonstrated the video systems for the jeweler. In addition, he made a number of test recordings – and the customer was more than satisfied with the results. “The resolution of the video systems was very good, and the details were easy to make out – even in backlight situations,” Meiller said. “The price of the solutions sealed the deal for us because you can really see the difference when it comes to the value for your money that the new indoor cameras offer. Another criterion was the design of the cameras. Their design is very discreet, making the cameras on the ceiling hardly noticeable.”

### Cameras Ready For Use In 12 Hours

The ten cameras were to be installed outside of opening hours. Since shops were allowed to open on Sunday on the chosen weekend, which is not usually the case in Germany, VALEO IT Neteye began to remove the old analog system on Saturday afternoon, directly after the store was closed. Afterwards, new network cables had

to be installed in the ceiling since there were only analog cables in place at the time. Finally, the new cameras were mounted. “The removal of the old cameras and installation of the new ones went incredibly smoothly and was finished within just 12 hours, so that we were able to re-open the shop on time for a bustling day of business that Sunday,” Meiller explained. “VALEO IT Neteye had already preconfigured the video equipment they brought, so the installation went especially fast.”

### Excellent Image Quality Even In Poor Light Conditions

A total of nine c25 indoor cameras were installed at the entrance and on the ceiling over the sale tables. These are ideal for installation in ceilings due to their small diameter of just 12 centimeters and a weight of approximately 200 grams. Features include a light-sensitive sensor with 6MP Moonlight technology, a microSD memory card and the latest camera software. The integrated Lowlight Exposure Optimization MxLEO facilitates high-contrast images without motion blurring, even in poorly lit surroundings. This allows the easy identification of both people as well as the details of individual watches or pieces of jewelry. In addition, the c25 is equipped with MxAnalytics video analysis tools that can be used, for example, to carry out people and object counting or display a heat map of high-traffic areas. “We do

not use these functions yet, but we are thinking about doing so in the near future,” says Meiller.

### Overview Of The Entire Shop

A p25 indoor camera was installed above the cashier's area. It is equipped with a 6-megapixel Moonlight sensor, and is very light-sensitive. Due to the manual swivel and tilt functions, the camera offers high flexibility during installation. The camera features a telephoto lens and provides high-resolution 6-megapixel images in rich detail.

### Discretion Guaranteed

It is true that a highly visible video surveillance system may deter potential burglars or thieves by emphasizing the danger of being identified and caught after the act. In high-end shops, however, this is not always desired, since the customers usually place high value on discretion. That is why a video-based solution should be as discreet as possible. “In a jewelry shop like ours, a video system is part of the basic kit, for insurance purposes for starters. The MOBOTIX cameras have an elegant design, so that at first sight, they aren't even visible on the ceiling,” says Meiller.

### Evaluation Made Easy In Suspicious Cases

The MOBOTIX cameras are based on a decentralized concept. In this decentralized concept, each camera functions as a high-performance computer. Both data and image processing as well as the encoding are performed by the camera itself. The recording can be stored to the camera's SD card at Meiller Jewelers and transferred to a network storage device. It is only viewed in concrete cases of suspicion. Compared to a centralized system, up to ten times more cameras per server can be connected this way. Furthermore, no additional computers or software is necessary. This is another key advantage, since the old analog cameras required an expensive hard drive recorder. In the workshop separate from the store, there is a computer on which live feeds from the jewelry shop can be viewed. This way employees always know what is going on in the shop. As a result, the jeweler has a video surveillance system that ideally ensures quick identification and arrest of the culprits in the case of theft or burglary.



## MOBOTIX – Made in Germany: Innovative Technology, Reduced Total Costs

The German company MOBOTIX AG is known as the leading pioneer in network camera technology since its founding in 1999, and its decentralized concept has made high-resolution video systems cost-efficient.

### Increased Resolution Reduces Amount Of Cameras Needed

High-resolution sensors of up to 6 megapixels provide a better overview and allow an entire room to be monitored with just one camera.

### Reduced Installation Costs At Any Distance

A standard Ethernet connection enables the use of readily available IT network components, such as copper, optical fiber, and wireless.

### Intelligent Cameras Reduce The Number Of Recording Devices

The decentralized MOBOTIX concept makes it possible to store data from approximately ten times more cameras to a single storage device than is normally possible.

### Event-Controlled Image Format Minimizes Storage Costs

Automatic image adjustment (frame rate, size) based on movement, sound or signal input reduces the bandwidth and storage requirements.

### Low Power Costs, No Extra Heating

Anti-fogging without heating allows usage of standard PoE technology to power the system via Ethernet or two-wire cable, saving power cabling costs.

### Backup Power Supply Costs Reduced By Over 80 Percent

Low power consumption, approximately four watts, enables year-round PoE (no heating required) with one centralized UPS from installation room using the network cabling.

### Robust And Practically Maintenance-Free

Fiberglass-reinforced composite housing with built-in cable protection and no mechanical moving parts (no auto iris) guarantees longevity.

### Software For Thousands Of Cameras And Storage Devices Included

The right premium user interface software for every application: MxEasy for compact video solutions, MxManagementCenter for the professional control center and the MOBOTIX App for on the go.

### Unlimited Scalability And High Return On Investment

While in use, more cameras and storage can be added at any time; image format, frame rate & recording parameters are camera specific.

### Additional Functions And Other Extras Included

Audio support, lens, wall mount and weatherproof housing (-30 to +60 °C; -22 to +140 °F) are included; microphone & speaker available in almost all models.