


CASE STUDY: MxActivity Sensor

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Story as told by Clay Mixon from  ONSITE GUARDIAN

APPLICATION: Car dealership theft prevention

LOCATION: South Louisiana, USA

SOLUTION: MOBOTIX cameras connected to an external PA, with MxActivitySensor enabled



THE PROBLEM

Here in South Louisiana we are experiencing an outbreak of car dealership thefts. Thieves are stealing up to 30 tires and rims in one night from a single dealership. Very early on a Saturday morning two people enter our customer's car dealership from an adjacent dealership. The subjects cross the property line and are soon detected by a MOBOTIX D14 dual lens camera, that has the MxActivitySensor software installed. This resulted in the audible message being played through the dealership's PA system. As you will see in the video, the stunned suspects stop dead in their tracks and listen. After scampering around for a bit, trying to stay in the shadows (while still being detected) they ran back to the adjacent lot. The next morning the adjacent dealership arrived to find a new vehicle sitting on blocks. The subjects had stolen all four rims and tires. A properly configured MOBOTIX system could have deterred this theft or ended with the suspects in custody. The preventative nature of this solution is key to its success. Not only because it deters the crime, it saves time and money. Let me explain what I mean. We visited the neighboring car dealership the next morning, and found the owner and a police officer standing by the vandalized vehicle. A technician from his surveillance company was also on site with a new analogue camera in his hand. He was preparing to install it to add more coverage to the area where the theft took place. The owner told the police officer, "I think we have some video footage."

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THE SOLUTION in Detail

The car dealership installation uses the following MOBOTIX Products:

- 8 x M24 with various lenses
- 4 x D14 with various lens combinations
- 1 x D14 180
- 1 x ExtIO



Plus the alarm notifications from the camera are being sent to a back-to-base video alarm monitoring service. The area is lit using standard white lighting. One camera acts as the master time server for the rest of the cameras. The master camera is also linked to the ExtIO which is located inside the dealership in a data closet which houses the amplifier for the PA system. The audio output of the ExtIO is connected to an input on the PA amp. Two customized scheduled messages were recorded. The first message is a female voice welcoming guests to the dealership but also letting them know that the lot was being monitored. The welcome message plays from 9pm-12am and Sundays. The second message is a male voice that basically says you have been detected, authorities have been notified and you need to leave. Sound profiles are created such that the default MX-Alarm sound is played before and after the verbal warning. The cameras have been upgraded to the latest firmware that supports MxActivitySensor. We've also taken advantage of IP Notify, which has been working fantastic for this and many other of our MOBOTIX installations. It is truly amazing technology. Prior to MxActivitySensor the cameras were using Video Motion Detection (VMD). VMD resulted in a lot of false alarms due to lighting conditions, wind and rain. After upgrading to MxActivitySensor our nightly events per camera have been reduced from over 75 to as little as 4. This reduction also increased our video retention time greatly due to the decrease in events. All cameras are set to IP Notify the Master camera when an MxActivitySensor event is detected. When the master camera receives the IP

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THE SOLUTION in Detail (cont.)

notifications, it plays the welcome greeting during working hours and the warning announcement after hours and on Sundays. Since the master camera is linked to the ExtIO these messages are played throughout the entire dealership over the PA system. Cameras that are in an area where we expect trouble are also set to play the Mx-Alarm sound locally as well as IP Notify adjacent cameras to do the same. A video monitoring service is also notified on the MxActivitySensor events. The monitoring service assesses the threat in under one minute. Finally, we have the system connected to a 24/7 video monitoring service. The control room duty guard, verified the alarm but did not dispatch police in this case because she watched them leave the premises. However, as of this incident, we've change the site rules to alert police if anyone enters the dealership after hours. The system was introduced to Diversified Auto Dealers earlier this year. Diversified Auto Dealers has over 200 car dealership members across seven states. In our first meeting with the owners we were told that in over 30 years of being in business they had yet to find a surveillance system that was solid enough to get Board of Directors approval. In fact, just before the demonstration the owner stated, "This better be good..." Less than 10 minutes into our demonstration he said, "This is incredible!"

Onsite Guardian's solution was approved by the Diversified Auto Dealers Board of Directors in May 2013. This system is not just for car dealerships. We have also installed the same setup in various problem areas in many other businesses throughout South Louisiana. It's proven itself for them as well."