

Pressemitteilung

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High-end protection for high-end equipment: ABUS video surveillance at the Euronics XXL electronics store, Haßfurt, Germany

A criminal drives into the glass doorway of an electronics store at high speed, with the aim of robbing the business: but this is not a scene from some Hollywood film – this actually happened in the Euronics XXL store in Haßfurt. Break-ins and shoplifting are sadly a reality there. Smartphones, tablets and the like are high in demand and often targeted by thieves as they are extremely valuable and easy to transport. In order to provide an effective deterrent to these increasingly reckless thieves, Manager Marco Schlegelmilch has turned to ABUS video surveillance technology. A total of 30 IP cameras have been installed in order to provide reliable protection for both indoor and outdoor areas, day and night.

Stereo systems with futuristic designs, luxurious shiny espresso machines and brand new smartphones – when entering the electronics store, it soon becomes clear that there are some extremely valuable goods on-site. “In actual fact, any break-ins that involve damage to property and theft can quickly run into a five-figure sum”, explains Manager Marco Schlegelmilch. Criminals aren’t only interested in the goods on display in the showroom, they also try to gain entry via any delivery or rear entrances in order to reach property kept in the storeroom, the workshop or the office. In order to keep watch over all areas, the tech-savvy manager opted for ABUS video surveillance technology.

Always in the picture, no matter where: ABUS video security for indoor and outdoor use

Seventeen ABUS IP dome cameras are sufficient to monitor the entire 1700 qm sales area at the specialist electronics store. “Opportunist thieves have often targeted valuable electronics accessories, such as hard drives or memory cards”, acknowledges Schlegelmilch. “With the help of video recording technology, you can determine what the culprits look like later on, identify where the suspicious persons were in the shop and how long they spent there.” Then, according to him, the perpetrators can be immediately apprehended the next time they enter the building; after all, if a thief has been successful once, they are likely to return.

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Alongside the surveillance technology in the sales area, reliable video surveillance of the outdoor area is also required to secure the electronics store: Here, a total of 11 ABUS outdoor IP cameras are used to secure the main, side and delivery entrances, as well as the car park and exits. Thanks to their robust housing, they are suitable for use in all weather conditions in line with the IP66 protection class. In the car park, outstanding visibility in all lighting conditions is also required in addition to weather resistance, to ensure that the registration plates of any suspicious persons are captured. The IP cameras have integrated IR LEDs, which enable them to achieve a high-resolution image quality in the dark. Its sophisticated True WDR function also ensures an outstanding camera image in the presence of backlight. The captured image material is indispensable to the company in providing evidence of damage to the police or insurance companies.

A keen eye for customer requirements: ABUS IP cameras for service optimization

When installed in the correct location, the IP cameras enable smart coordination of customer service. As one of the few specialist electronics stores in Germany, Euronics XXL Schlegelmilch also operates a repair workshop for electrical goods. This is separated from the sales area by a dividing wall. Thanks to a camera pointed towards the service collection point, workshop staff can quickly see on the monitor how many customers are waiting at the counter outside, meaning that additional employees can quickly attend to provide assistance. A 32-channel Network video recorder (NVR) also transmits the images from all 30 cameras directly to the manager's office. A cursory glance at the monitor is enough to identify where help is needed and where service staff might be required.

Always up-to-date with the video app

ABUS video products stand out thanks to their intuitive operation, as well as their reliability. The security experts provide smartphone and tablet apps, which are constantly being developed and adapted to customer requirements. The relevant app can be used to conveniently access the camera image in real time or to view recordings. The live view is especially helpful in emergencies: "I can also use the app from home at the end of the day to check that everything is in order on the premises – this way, I can alert the police or rescue services immediately in the case of an emergency such as a burglary or fire", says Schlegelmilch.

Installation and commissioning

The installation and set-up of the IP cameras ran smoothly and only took two weeks to complete. “As we install ABUS technology ourselves in our capacity as suppliers, our employees installed the video surveillance system themselves; ABUS support staff were on hand at all times during this process to help with more tricky questions.” This is part of a comprehensive service package, offered to ABUS specialist partners, which includes on-site support and a service hotline on work days. Mr Schlegelmilch is particularly appreciative of this benefit: “In contrast to many international manufacturers, ABUS provides comprehensive support. As a customer, I therefore feel like I’m in good hands and am very happy with the program and the product.”