

Megapixel Cameras Improve Image Clarity At Korean Department Store Car Parks

Customer

Lotte Department Store introduced modern retailing to Korea in 1979 with a charter conviction that the "customer always comes first." Lotte continues to place its highest priority on customer satisfaction and strives for ongoing growth to ensure the prosperity of business partners and employees. With approximately 10,000 employees, the company operates 29 locations including a store in Beijing and another one in Moscow. The Lotte Department Store in Busan, Korea's second largest city, is located alongside the Lotte Hotel to form the shopping and leisure culture centre of Lotte Town.

Challenge

G.H. Kim, manager of Lotte Department Store in Busan, was



looking to improve the image clarity provided by security cameras watching parking entrances. He explained that the store receives claims of damage to cars while parked in the store's lots. The previous system used cameras that provided resolution inadequate to supply a clear view of the exterior of cars entering the parking area. Lotte wanted to be able to confirm whether a car already had damage as it entered the parking lot.

Megapixel solution

Kukje Electronics designed and installed a new video system using 12 Arecont Vision megapixel cameras. The equipment for the new system was provided by Envision, a leading IP video surveillance provider in Korea that represents and serves as a distributor/reseller for major security manufacturers such as Arecont Vision.

A key component of the new system is the Arecont Vision AV2100-AI camera, a 2-megapixel camera that provides images at 24 frames per second with light sensitivity of



0.1 lux at F1.4. The camera, which includes an auto-iris (AI) lens to provide image quality in variable lighting conditions, incorporates Arecont Vision's MegaVideo® image processing at billions of operations per second. Features include forensic zooming to zero in and view the details of live and recorded video, simultaneous region of interest (ROI) viewing, motion detection and image cropping. Lotte selected Arecont Vision products based on the competitive price and after comparing the camera's performance to a competitor's model.

The new system is monitored locally at three car park entrances, and the expanded exterior surveillance system covering all three regions is monitored in a central management centre.

Megapixel benefits

The Arecont Vision 2-megapixel cameras provide the needed improvement in video quality for the application at Lotte Department Store. They report that the video from the new system is noticeably much clearer than before. The Arecont Vision cameras also provide better quality and a more cost-effective application overall. The system has performed very well, and the customer reports that Arecont Vision has been responsive to their needs.

Lotte Department Store found that Arecont Vision cameras provide a best choice when camera performance and video quality are priorities. The Arecont Vision megapixel-resolution cameras can also identify license

plates or capture faces. In addition to greater image clarity, megapixel cameras provide the ability to cover larger areas using fewer cameras versus conventional standard-resolution IP cameras, which helps to lower the total cost of ownership of the system. Megapixel cameras dramatically decrease the costs of a system, with fewer software licenses, fewer lenses and a decrease in man-hours needed to install and monitor the system.

Lotte Department Store found that the picture quality and digital zoom capabilities of Arecont Vision cameras far exceed analogue technology. Megapixel imaging represents a significant upgrade in system functionality compared to their previous standard-resolution cameras. **SET**

