

Arecont Vision Increases Image Clarity at Lotte Department Store in Busan, Korea

2 Megapixel Cameras in Parking
Areas Provide Higher-Resolution
Images for Better Functionality



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 center 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



AV2100

MegaView® IP Camera

- Superior Low Light Performance :
1/2" CMOS Sensor
- Fast MegaPixel Image Rates:
24 fps
- Full or 1/4 Resolution
- Bit Rate Control
- Multi-Streaming
- Forensic Zooming
- Cost Efficiency
- PoE & Auxiliary Power: 15-48
VDC

(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 center.

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 the 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 analog technology. Megapixel imaging represents a significant upgrade in system functionality compared to their previous standard-resolution cameras.

About Arecont Vision

Arecont Vision is the leading manufacturer of high-performance megapixel IP cameras and associated software. Arecont Vision products are made in the USA and feature low-cost massively parallel image processing architectures MegaVideo® and SurroundVideo® that represent a drastic departure from traditional analog and network camera designs. All-in-one products such as the MegaDome®, MegaView™ and D4F/D4S/D4SO series provide installer friendly solutions. Compact JPEG and H.264 series of cameras address cost sensitive applications. These innovative technologies enable Arecont Vision to deliver multi-megapixel digital video at IP VGA camera price points.

