

## Puebla at the forefront of technology in IP video surveillance.

With an investment of 120 million pesos in security, the State Government of Puebla seeks to maintain peace and protect the integrity of its citizens.



**Organization:**

State Government of Puebla

**Location:**

Puebla, Mexico

**Industry segment:**

Government

**Application:**

Public safety

**Axis partner:**

Mizco Consultants-CEO,  
Genetec

### Mission

With crime rates on the rise in Puebla, concern within the government has also escalated. In 2010, the local crime center reported an increase in offenses in the capital of Puebla, Puebla City. Officials found that about 2,800 incidents had adverse effects due to the lack of security measures. By 2011, that figure rose to 3,200 cases. The government had to find a security strategy to revert this number bring down the number of criminal incidents.

### Solution

Puebla's first step was to implement a comprehensive security strategy that would include training and incentives for police forces. These plans were then strengthened with a new model of technology and infrastructure projects. Axis provided network cameras and other necessary elements to meet the urgent needs that the problem required: video imaging in high resolution, high compression protocol efficiency, thorough

handling of backlight for analysis and correct visualization of vehicle traffic and in both day and night lighting conditions. It was also essential to maintain secure borders with other states and within the state. As a result, the perimeter of Puebla's highway was covered as well, a roadway that connects eight major points throughout Mexico: Hidalgo, Mexico City, Mexico State, Morelos, Oaxaca, Querétaro, Tlaxcala and Veracruz.

### Result

The combination of high performance Axis network cameras has worked together with a video management system to allow faster response to the safety needs on major road routes in the city. In addition, Puebla became one of the premier townships in the country in regard to surveillance infrastructure.

**“Speaking of Axis, we found a video surveillance company has cutting edge engineering. Systems are easy to install and configure with high performance. Allowing monitoring of different parts of the metropolitan area with low cost of transmission, by exploiting the high capacity wireless systems. We found the Ferrari of video.”**

**Moisés Arturo Villaverde Mier, CEO de Mizco Consultores.**

**Background**

During 2011, insecurity in Puebla continued to grow rapidly. Common law crimes had an increase of almost 180 percent that year, nearly doubling the figure from one year earlier. While 2,552 crimes were committed and reported in January, that figure rose to 4,633 in December less than 12 months later. At that point, the average number of crimes in the capital, Puebla City, was reported at a staggering 102 per day. Of those, 14 on average were characterized by extreme violence. The government of the state of Puebla, as part of its surveillance project titled “Sentinel,” sought to ensure the safety of residents as part of a comprehensive security strategy. These ideas included cutting edge technological platforms as well as an arsenal of social tools. Throughout the 49 kilometers of roads managed and monitored by the state government of Puebla, 49 monitoring points were installed, including 147 Axis network cameras and all controlled by a central video management system.

**Installation**

One of the models required for this project in varying open-air conditions over these 49 intelligent monitoring points was AXIS Q1604-E Network Camera, an outdoor-ready camera with wide dynamic range (WDR) to capture numerous lighting conditions. AXIS Q1604-E provides officers with superb image quality, especially in cases of extreme backlighting, which helps them to identify people. These cameras also allow operators in the towns to have a clear identification of individual people and objects, even in highly variable lighting conditions, as this type of camera is ideally suited for applications in urban surveillance situations. The government can then also generate multiple video streams in H.264 and Motion JPEG simultaneously, both of which are configurable individually.

**Benefits**

The “Sentinel” program is part of a security strategy by the state and municipal government with an overall investment of over 120 million pesos. The overall project guidelines called for the purchase and installation of more than 300 urban monitoring cameras, including a large number of those from Axis. The system also implements 18 plate readers across three main avenues, a mobile unit named “Unidad de Control de Mando M vil,” the installation of 10 kilometers of optical fiber along with 10 stations for operators and two booths for monitoring and acquiring drones.

These methods being implemented are providing security for the benefit of citizens, as information from the cameras and further tools can provide useful data related to events such as kidnappings and violent crimes. When a report lists a vehicle involved in a criminal incident, that plate number can be placed into the system of registry readers. All information is provided immediately to the General Directorate of Investigation of High Impact Crimes, and these efforts have resulted in victims recovering from such crimes while ensuring surveillance over gangs and other groups involved in these activities.

