

## Network video replaces legacy analog CCTV system.

Parkmedia Audiovisual replaces its old analog CCTV system with an IP video system based on Axis products.



Organization:  
Parkmedia Audiovisual  
(MediaPro Group)

Location:  
Sant Just Desvern,  
Barcelona, Spain

Industry segment:  
Telecommunications

Application:  
Video surveillance and  
remote monitoring

Axis partner:  
ElectroTel

### Mission

MediaPro is a group of companies dedicated to communications, providing services in the fields of advertising, cinematography, television and thematic channels.

In 2005, the company acquired the facilities of Media Park in Sant Just Desvern, one of the most important audiovisual parks in southern Europe. This center was equipped with an analog CCTV system that provided very basic support to security personnel in monitoring the perimeter of the facilities.

A large number of people enter the grounds of Media Park. As well as employees of the company, there are external workers for the assembly and disassembly of sets; sometimes there is an audience at the recording of programs, and the need to keep the facilities under surveillance is fundamental for the security department, because the possible risks are great when many people have temporary access to the facilities.

### Solution

Parkmedia Audiovisual uses the latest technologies, and according to its resource optimization policy, it decided to update the video surveillance system.

It contacted the company ElectroTel, which acted as a system integrator for the solution, and in view of the fact that the Media Park facilities already possess a network infrastructure, it considered that the use of IP cameras would be ideal. The Security Director of Media Pro and the integrator defined the different locations and the camera models appropriate for each location. The installation includes a total of 18 Axis network cameras.

### Result

Since their installation, no notable incidents have occurred and the level of satisfaction with the installed system is high.

"We decided to install an IP video system because it proved to be easier and quicker to install, since we already had an Ethernet network infrastructure in all the buildings of the park, and because it offered better image quality and higher performance than the analog system we were working with previously."

Alfonso Piñeiro Costilla, Security Director of Parkmedia Audiovisual.

## Replacement of the video surveillance system

There is no evidence of the occurrence of any major incidents in the facilities of Media Park in Sant Just Desvern over several years, but in order to prevent possible future problems, the decision was made to install a system to prevent incidents both in the perimeter of the different buildings and in the common indoor areas (cafeteria, corridors, entrance/reception, etc.). This audiovisual production center already had a CCTV system consisting of 6 analog cameras. It was a system that allowed security personnel to monitor the perimeter of the facilities but without the ability to record images.

The company contacted ElectroTel, one of MediaPro's preferred technology providers, to install the IP video surveillance system.

## A solution tailored to requirements

The Security Director and the integrator defined the different locations and the camera models that had to be installed in each location. The installation currently consists of a total of 18 cameras. Firstly, there are four AXIS 233D Fixed Dome Network Cameras as well as nine AXIS 221 Network Cameras with housings for surveillance of outdoor areas. Then, there are two AXIS 211 Network Cameras, one AXIS 221 Network Camera, one AXIS 215 PTZ Network Camera and one AXIS 212 PTZ Network Camera for the indoor common areas (namely the corridors, reception and cafeteria).

After the installation of the system, a variety of adjustments were performed and some locations were enhanced with infrared (IR) illuminators to obtain images usable both under low-light conditions and at night. In addition, a highly intuitive camera numbering system was developed which greatly facilitates the work of the security personnel.

In the outdoor reception area, a control center was set up where security personnel can view the images. To do so, they use AXIS Camera Station software and store the recordings according to the legislation in force on a standard server with 3 1-terabyte drives in a RAID 5 configuration with hot swapping capability (the drives can be replaced without the need to shut down the server). The images are recorded in the MPEG-4 compression format, and two screens and an AXIS 295 Joystick are used to monitor and manage the different cameras. The images are only accessible by the employees of the security department.

