Silverton Business Watch and Axis ensure that crime doesn't pay.
Community business organization turns to IP surveillance to monitor commercial district.

Organization:
Silverton Business Watch

Location:
Silverton, Pretoria, Gauteng, South Africa

Industry segment:
City surveillance

Application:
Crime and theft prevention

Axis partner:
Ecotech Converge

Mission

One of the most serious and worrisome problems facing South African businesses today is the prevalence of crime. Unlike inflated overheads, stiff competition or overpriced raw materials, crime cannot be overcome by sound business practices or an inspired marketing campaign. Silverton Business Watch, a non-profit community initiative, recognized the devastating consequences of crime in their central business district and decided to avail itself of a high-tech surveillance solution to fight the scourge threatening its local industry.

Solution

Ecotech Converge (specializing in the areas of IT convergence, software and hardware distribution, advanced networking and hosting solutions, and infrastructure consulting) proposed the installation of an IP-based monitoring system. Tried and tested in their own environment, Axis network cameras were recommended by Ecotech and selected by Silverton Business Watch due to their superior image quality and broad product range.

Result

The Axis surveillance solution has proved to be so effective that crime has been reduced by a staggering 30% in just three short months after installation. The success of this project has led to the expansion of the system into the nearby Silverton residential area. Ecotech Converge, through the deployment of an advanced security structure, has been instrumental in creating a safer environment for all of the inhabitants of Silverton.

AXIS COMMUNICATIONS

42624/EN/R1/1104

"The combination of progressive technology, community commitment and business vigilance is making a remarkable contribution towards keeping Silverton safe."

Garner Upton, Silverton Business Watch Coordinator.

Serving the community

Silverton, a suburb of Pretoria, Gauteng, South Africa is home to a wide variety of commercial ventures, including textiles, automotive, chemicals, engineering, and communications, to name but a few.

Silverton Business Watch was established by South African Police Services (SAPS) in conjunction with the local Community Patrol Association with the intention of taking a proactive stance against crime affecting the area. The organization enables businesses to maintain direct communication with the South African Police Services (SAPS), the Society for Prevention of Cruelty to Animals (SPCA), the local fire brigade and metro police, via hand radios.

Security in the Silverton CBD is further boosted by a community-supported patrol vehicle. The dedicated vehicle, driven by a community member, makes the rounds of businesses during the day on the lookout for any suspicious activity.

Crystal clear images

Ecotech Converge drew on their extensive experience as a focused service delivery company to select the most appropriate solution for the Silverton business domain. "We pride ourselves on scrutinizing our client's requirements and delivering a service that will maximize client satisfaction and fulfill their individual needs," remarks Ecotech Converge.

"It was imperative that we installed a product that would offer the highest quality video material, especially facial recognition – this ensures the identification and prosecution of criminals," Ecotech Converge explains.

A number of AXIS 215 PTZ Network Cameras strategically serve to monitor all exits and entrances to the CBD district. The pan/tilt control and day/night functionality of the AXIS 215 PTZ allows for effortless tracking of an individual or vehicle and permits operators to zoom in for a more detailed view when the need arises.

Complete darkness or smoky, hazy conditions pose no threat to the success of the security solution due to the installation of the AXIS Q1910 Thermal Network Camera. AXIS Q1910 uses thermal imaging (rendering infrared radiation as visible light) to detect objects and people under circumstances that would normally prohibit the deployment of video surveillance.

Active observation

Monitoring of footage gleaned from the Axis network cameras is a joint venture between the community and Ecotech Converge. A shift system ensures that recordings are constantly observed and feedback is provided to field operators via two-way radios. All video material is backed up offsite as a special precaution in case this footage is required at a later date.

The Silverton Business Watch project is a reassuring example of how community cooperation and cutting-edge technology can work miracles in the fight against crime.