

## Natural wonder, digitally secured.

Iguazú Argentina chooses Axis cameras to preserve tranquility at a tourist destination counted among the New 7 Wonders of Nature: Iguazú Falls.



**Organization:**  
Iguazú Argentina

**Location:**  
Area Falls, Iguazú,  
Misiones, Argentina

**Industry segment:**  
Tourism

**Application:**  
Safety and security

**Axis partner:**  
Qualitech, Netcamara

### Mission

Iguazú National Park, located in the district of Misiones in Argentina, was added to the UNESCO World Heritage List in 1984. A vast region of tourism measuring more than 250 square miles, it receives over one million visitors annually. The firm Iguazú Argentina – responsible for maintaining leases on the designated access areas, restaurants, service provisions and other properties inside the park – decided to install an advanced video surveillance system to ensure a safe environment for tourists, while optimizing the services provided by park employees.

### Solution

Taking into consideration the common occurrence of electrical problems in the area, the company chose a system of 65 Axis network cameras of various models. As a result, they were able to provide effective coverage despite the park's challenging demands – in open areas as well as inside establishments, restaurants, offices and other spaces.

Tech integrator Qualitech was responsible for project implementation as well as staff training, with Netcamara Corporate software – a video management tool for projects involving a large number of cameras – installed throughout the system.

### Result

The cameras installed provide a record of the activity of staff and visitors alike. Additionally, the images obtained can be used to support possible complaints, to monitor attempts of unauthorized access, or provide support for any other unexpected situation that may occur.

**“Axis cameras give us everything we need to satisfy the park’s demands. With their presence, we are able to make tourists feel safe, while efficiently meeting the needs of each sector. One of its greatest assets is that despite the area’s constant electrical problems, the system functions very well.”**

Warley Alves Goes, Systems Assistant at Iguazú Argentina.

### Devil's Throat in HD

Iguazú National Park, located at Iguazú, is visited annually by thousands of tourists from all over the world that enjoy its many natural wonders. Key attractions include the Upper Circuit and Lower Circuit; the Rainforest Ecological Train; and the viewing overlook at the magnificent Devil’s Throat – the connection point of a group of waterfalls that produce one of the largest flow volumes in the world. The greatest challenges for the businesses operating in this area are related to the monitoring of zones with pedestrian access, parking lots, restrooms and other facilities.

In order to achieve maximum coverage it was decided to opt for varied camera models based on their suitability for each sector’s unique needs, with all cameras being managed using software from Netcamara, an Argentinian developer that utilizes flexible, open architecture that can be customized to a project’s unique needs.

“We were able to provide Iguazú Argentina with a flexible, reliable, fast and innovative solution – adaptable to their needs – assuring continuous support for all integrated monitoring and safety systems. And because of this, the area is one of the most popular tourist destinations in South America,” explains Martin Kryss, CEO and founder of Netcamara.

One of the selected models was AXIS M1104 Network Camera with megapixel HD resolution at full frame rate, for all interior monitoring coverage at stores and restaurants. Among the advantages of this model is its horizontal/vertical movement capability and digital zoom that allows for the viewing or recording of a cropped area within the full image frame, making it easier to detect any incident or anomaly.

### Scalable for growth

Another camera chosen for this project (which began in 2011 and has been expanded over the subsequent years) was AXIS P1343-E Network Camera, known for excellent outdoor image quality – due to its day/night vision capability – and high durability.

“Five years ago we started to install the monitoring system and we continued adding cameras and equipment to satisfy the park’s growing needs, with the objective of creating a safe environment,” says Warley Alves Goes, Systems Assistant at Iguazú Argentina.

An increased sense of security has resulted in a positive effect on the day-to-day activities at the park, according to tech integrator Qualitech, which installed and has provided follow-up on the project. “While adding cameras to the various points of sale, unexpected benefits occurred,” says Alejandro Mercanti, Partner and CTO of Qualitech. “Many times the cameras have been used as a means of arbitration between customers and employees. For example, a tourist went to an establishment to buy something, walked away, and then in a moment returned claiming to have forgotten a camera at the counter. However, when reviewing the recorded images, it was confirmed that it wasn’t the place where the tourist had lost or forgotten the camera.”

Among the project’s key aspects was the training of upper-level personnel to self-monitor the recording process. As a result, they are able to keep track of matters related to any specific activity as well as obtain valuable commercial data that can be used to improve and safeguard the business.

