

Axis Communications 'dresses' Harridge.

The well-known clothing brand chooses the innovation and quality of Axis network cameras for monitoring its flagship store in Turin.

**Organization:**

Harridge Selected
Menswear

Location:

Turin, Italy

Industry segment:

Retail

Application:

Loss prevention, safety
and security

Axis partner:

Em Energia Impianti
Tecnologici

Mission

The manager of Harridge's Turin store, a well-known high-end clothing brand, needed a precise and comprehensive video surveillance system for monitoring the store's areas, with remote image display capabilities. The owner also needed to be able to monitor the store both during the day and at night, when the lights are left on to illuminate the store windows during closing hours, in a simple, yet at the same time thorough manner and without significant costs for the installed infrastructure.

Solution

The video surveillance system, installed with support from Em Energia, consists of five fixed AXIS M1144-L Network Cameras. The chosen items are compact and inexpensive, equipped with integrated IR illumination for optimal surveillance in all lighting conditions and are able to monitor dark areas such as the store vault.

The system is completed by AXIS Camera Companion software, which enables accessing high-resolution images, also from the NAS recordings, via any terminal device, whether PC, tablet or smartphone.

Result

The adopted solution has made it possible to obtain extremely reliable and discreet video surveillance without disturbing customers or the overall décor of the store. AXIS Camera Companion software allows displaying images remotely, one of the end-client's most-liked features, enabling the situation in the store to be checked in real time and with excellent image quality.

“The video surveillance system is able to offer us HD image quality, perfect for identifying people and any incidents occurring inside our store, as well as ensuring straightforward exporting of video clips and snapshots.”

Alessandro Catanzariti, Chairman & Founder of Harridge.

Efficient and discreet monitoring

Harridge is a well-known high-end clothing brand, and is also an integrated production and retail distribution system. Due to the high quality of the clothes and accessories available to customers, the store manager decided on having a comprehensive and precise video surveillance system in order to monitor the store from both the inside and outside, and via remote image display, for safeguarding the goods and all the investments made for enhancing the store.

The main requirement was that of efficiently and discreetly monitoring the over 2,000 square feet of the store, including the vault where the most precious fabrics and the clothes and accessories most requested by customers are kept. Five AXIS M1144-L Network Cameras were installed with support from Em Energia, an Axis partner specialized in technological systems.

This compact and versatile camera offers integrated IR illumination for optimal day and night surveillance, in natural or artificial light, and excellent HDTV 720p/1MP image quality and resolution. It also provides adjustable IR LED illumination and is perfect for detecting objects within a radius of up to 50 feet, a function particularly useful for monitoring the lower floor of the store, often left in the dark.

The system is completed by AXIS Camera Companion, a truly innovative entry-level solution for small businesses. Characterized by simple and rapid installation, it requires minimal user support, with costs comparable to an analog system with DVR.

“Thanks to AXIS Camera Companion,” explained Luca Massaro of Em Energia, an Axis partner, “recordings are made on the cameras' SD cards, thus eliminating the need for a network digital video recorder (DVR) or a server, transforming each camera into an intelligent and independent recording device.”

Check the store remotely

Among the characteristics of the video surveillance system particularly appreciated by the client are its simplicity of use and the possibility of remotely displaying images with the support of free Axis mobile apps for iPhone, iPad and Android. This function enables displaying video clips at any time via any terminal device and are really useful for meeting the store owner's needs and requirements. In conclusion, a scalable and extensible network video solution was installed in the store that protects the user's investment, as the future addition of new cameras to the system is possible in a simple, cost-saving manner, requiring minimal end user support.

“In view of the imminent opening of the Milan store,” commented Alessandro Catanzariti, Chairman and Founder of Harridge, “we wanted to experiment with Axis Communications IP cameras and we were particularly pleased by the video quality and ease of use. The feature we most appreciated was being able to display images remotely, thanks to the practicality of AXIS Camera Companion, a really useful solution to meet our needs.”



“We chose to work with Axis Communications because they have a really broad range of high-quality products that allows us to always find the solution best suited to the individual needs of clients,” affirmed Luca Massaro of Em Energia Impianti Tecnologici.

HARRIDGE
DEIMILLE

AXIS
COMMUNICATIONS