



## VIVOTEK Fortifies Renowned German Hypermarket EDEKA Voth

Twenty-four VIVOTEK's cameras were installed throughout the complex, enhancing the stability and sustainability of operations.



### Basic Information:

- Vertical: Retail
- Place : Lemgo, Germany
- Partner: SECOMP
- Models: FD8166, FD8335H, IP7361, MD7560

### Origins

EDEKA Voth in Lemgo is one branch among several EDEKA's retailers. EDEKA Voth places considerable effort in building an impermeable security infrastructure for protecting consumers and employees. has reviewed its security options in 2013.

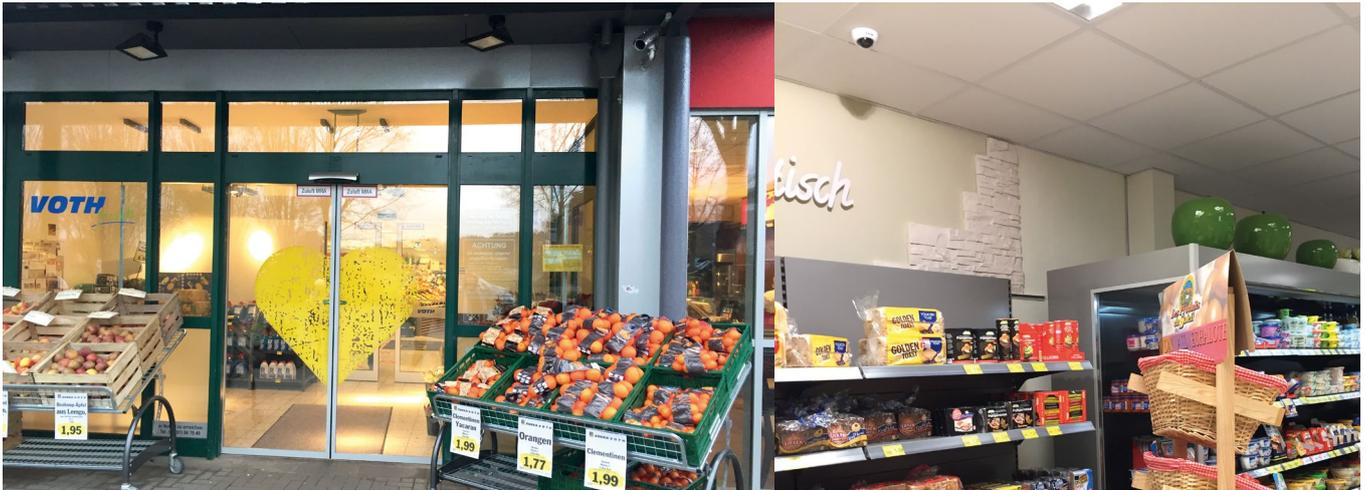
### Solutions

Following careful planning by SECOMP, a German-based distributor of VIVOTEK products, a comprehensive solution was designed that encompassed both indoor and outdoor surveillance throughout the entire complex. Twenty-four VIVOTEK's cameras were installed throughout the complex, comprising a combination of FD8166, FD8335H, IP7361, and MD7560.

- Indoor: grocery area
- Outdoor: entrance, exit and warehouse loading area

### Achievement

Overall stringency in surveillance has increased significantly since the employment of the solution in November 2013 while maintaining the ease of use and seamless operations. The customer is fully satisfied with the performance of the solution and expresses confidence in future collaboration.



## Building an impermeable security infrastructure for protecting consumers and employees

The EDEKA Group is one of Germany's most successful companies, with success attributed to the seamless collaboration between the three levels of the Group - management, wholesale, and retail. EDEKA Voth in Lemgo is one branch among several EDEKA's retailers. EDEKA HQ is located in Hamburg, where strategies are formulated to create and maintain smooth IT structures throughout the entire organization. The wholesale level, comprising seven regional wholesale businesses, is to supply top-quality goods to 4,000 subsidiary, self-employed retailers nationwide, and support management in terms of distribution and expansion. The retailers provide not only top-class products, but also friendly and professional customer service. The EDEKA Voth management acknowledges that the security plays a crucial role influencing the stability and sustainability of operations. From this aspect, EDEKA Voth places considerable effort in building an impermeable security infrastructure for protecting consumers and employees. EDEKA Voth has reviewed its security options in 2013.

## A comprehensive solution is designed for encompassing the entire branch

SECOMP, a German-based distributor of VIVOTEK products, is widely known in the industrial, commercial, and institutional sectors for providing quality services in Germany. Therefore, SECOMP was commissioned to revamp the security system in EDEKA Voth. Following careful planning and cooperation with CNS in Lemgo, a comprehensive solution was designed that encompassed both indoor and outdoor surveillance throughout the entire complex. Twenty-four VIVOTEK's cameras were installed throughout the complex, comprising a combination of FD8166, FD8335H, IP7361, and MD7560.

FD8166, regarding its ultra-mini size, low-profile design and the excellent quality, was specifically selected for monitoring grocery aisle activity. Twenty FD8166 cameras, one between two aisles, were installed throughout the complex. This model features a 2-megapixel CMOS sensor capable of capturing 1920x1080 resolution video at 15 FPS. Additionally, the camera supports the industrial-standard H.264 compression technology, which drastically reduces file size and conserves network bandwidth. This technology is essential in this context due to the number of cameras installed.

The fixed dome network camera FD8335H, featuring WDR Pro, removable IR-cut filter, and built-in IR illuminators, was selected for monitoring back door activity around the clock. Designed with 1-megapixel CMOS sensor, the camera is capable of capturing 720p HD at 30 FPS. Additionally, the IK10- and IP66-rated housing renders this model ideal for outdoor applications.

The bullet style IP7361 was selected to monitor the warehouse loading area. The IP7361 is equipped with a 2-megapixel CMOS sensor (1600x1200) with a 6 to 9 mm vari-focal, auto-iris lens that enables the camera to deliver extremely detailed images at 6 times the coverage of conventional VGA cameras without sacrificing storage space or network bandwidth. Similar to the FD8335H model, the IP7361 features the IP66-rated housing, removable IR-cut filter, and built-in IR illuminators, making this model perfect for outdoor surveillance.

For the entrance of the complex, fixed dome network camera MD7560 was opted. The MD7560 features an advanced 2-megapixel CMOS sensor capable of capturing 1600x1200 resolution video. It also supports a wide-angle lens, making this camera ideal for areas with high volumes of activity, such as store entrances. The IP67-rated tamper- and vandal-proof housing further increases the robustness of the camera, enabling it to withstand the harshest environmental conditions.



*“EDEKA places considerable effort in building an impermeable security infrastructure for protecting consumers and employees.”*

*“The state-of-the-art solutions developed by VIVOTEK not only explicitly satisfy security and surveillance demands, but also implicitly promote organizational progress.”*

## **Fully satisfaction with the performance and highly confidence in future cooperation**

Overall stringency in surveillance has increased significantly since the employment of the solution in November 2013 while maintaining the ease of use and seamless operations. The customer is fully satisfied with the performance of the solution and expresses confidence in future collaboration.

The strategic advantages of reinforcing the security of an organization from the bottom of the structural pyramid are countless. At a consumer level, the tangible sense of security throughout the shopping experience elevates consumers' loyalty, satisfaction, and repurchase intention, generating positive word-of-mouth. At a management level, a sound security infrastructure frees decision-makers to tackle other aspects of management, formulating decisions with greater value for the company. At an organizational level, consumers' positive word-of-mouth and managers' favorable decisions created in the previous levels reinforce investor confidence in the organization, ultimately increasing market size.