

Case Study:

Car dealership revs up security with Pixim[®]-powered cameras developed by Genie



Genie's Pixim dome solves demanding car dealership lighting.

Genie CCTV Limited is a modern and innovative company supplying high quality surveillance, imaging, and recording equipment. Founded in 2001, the company has seen six years of continuous growth and is established as one of the favored brands in the European CCTV marketplace.

Genie CCTV is a Pixim System Partner dedicated to producing industry-leading enterprise video capture solutions based on Pixim's award-winning Digital Pixel System® technology.

Pixim's technology can be found in Genie's DSF120PX slim dome as well as in the high resolution AVRCD-5370PX and C5370PX digital day/night cameras.



Surveillance equipment provider Genie CCTV has helped solve a range of demanding installation requirements at a prestige car dealership in Stevenage, Hertfordshire, UK. Genie was called in by NACOSS Gold accredited one-stop integrated systems installer Amax Security to provide CCTV capabilities in difficult lighting conditions at the premises.

Amax Security's MD, Pradeep Mehta, explains the challenges involved: "Our client asked us to introduce real-time surveillance and recording to better protect its staff and customers in terms of both security and health and safety. We recommended a dome camera-based solution as part of an upgrade to an existing CCTV system. The new equipment needed to be aesthetically pleasing in order to blend in with the showroom décor, but also provide clear pictures from within the building.

"The dealership's glass-fronted construction means light streams in and the camera needed to cope with unusually high contrast conditions. Even the floor is shiny, reflecting the incoming light to make satisfactory camera operation especially difficult," Pradeep adds. "So we turned to Genie's stylish new DSF120PX slim dome camera to cope with these demanding conditions and can report that the business is very happy with the results – in terms of both the quality pictures it produces and its pleasing physical appearance."

The 540 TVL DSF120PX's features include a wide dynamic range sensor (maximum 120dB) and

the camera also incorporates Pixim's Digital Pixel System® technology, which offers a number of key advantages for installers. It allows individual pixel sampling to determine optimum exposure in all areas of the image. This provides a balanced exposure of both bright and dark areas in the same scene, making this camera ideal for the toughest backlight problems. Excellent image quality and color rendition in challenging lighting conditions are provided in operation around the clock, while the dome's true day/night and frame integration modes capitalise on the Pixim technology to achieve enhanced low light performance down to 0.03 Lux.

"This slim dome camera has been specially designed for demanding retail applications where facial and object recognition is necessary in a variety of light conditions such as doorways, windows, shadows and outdoors where there are strong light reflections," comments Genie's Marketing Manager, Binit Shah.

The DSF120PX's other features include a tool-free 3-axis gimbal to mount the dome on a wall, ceiling or slope, a 3.3-12mm DC auto iris variofocal lens, digital slow shutter, privacy masking for up to six zones and an RS485 interface. As an added benefit, Pixim's Digital Pixel System technology yields more highly compressed images that can dramatically lower the costs of storing video on DVRs.



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