

Case Study:

## **HSBC Secures Assets with Rainbow Cameras Powered by Pixim**



Rainbow's Pixim cameras provide superior color rendering and optimal exposure across an exceptionally wide range of lighting situations.

Rainbow CCTV has been recognized as an industry leader in the manufacture of CCTV Optics for over 25 years. Rainbow has incorporated this same innovative high-quality technology in their complete line of CCTV cameras & IR illuminators.

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



If your company headquarters is in an affluent area of downtown Mexico City next to one of the country's most renowned monuments, your building needs to be impressive in order to make a statement of success, stability, and financial security. HSBC's all-glass, 36-story, 400,000-square-foot tower located on the Paseo de la Reforma and near The Angel of Independence, meets these requirements.

HSBC is also successfully stating that it is conscientious about protecting the environment. Its glass-clad building uses fewer resources to heat and light. Daylight is accessible to as many building occupants as possible through an efficient open office plan. Plus, the tower boasts a 4,000-square-foot "green" roof that reduces storm water runoff, filters pollutants and CO2 out of the air, and reduces the urban heat island effect.

The problem? Protecting the 2,800 people who work in the building as well as the assets. The light from all the glass creates high-contrast back lit situations and glare causing problems for traditional CCTV security cameras. The captured images are often unusable due to lack of detail and image washout. The same problems exist for the financial institution's 1,360 branches throughout the country. Glare and reflection are particular problems in banks when a teller is separated from customers by a glass or plastic partition.

The solution? Rainbow cameras based on Digital Pixel System® technology by

Pixim. Digital Pixel System technology allows individual pixel sampling to determine optimum exposure in all areas of the image providing balanced exposure of both bright and dark areas in the same scene. With 3,000 Rainbow cameras already in place, HSBC is enjoying superior color rendering and optimal exposure across an exceptionally wide range of lighting situations. The cameras are used in lobby areas, at ATMs, and within treasury areas.

Digital Pixel System technology also reduces pixel blooming, vertical smearing, and camera blindness—factors known as "noise." Luis Chaves, Rainbow's regional sales manager for this territory explains, "As a manufacturer who takes a broad view of the on-site needs of clients and integrators, we are aware that 'noise' not only compromises image quality but is wasteful of RAID/recording capacity. Every aspect of this application was based on the client's requirements. Few manufacturers have Rainbow's ability to meet such site-specific requests in this way while working on short lead times."

HSBC is getting high-quality, actionable video from its Rainbow cameras and is continuing to expand the project. Eventually, Pixim-powered Rainbow cameras will be installed in HSBC branches across Mexico.



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