

Case Study:

Car rental giant drives away theft losses with Pixim[®]-powered cameras developed by ioimage



For its busy operations center in Tel Aviv, Israel, Hertz chose to install ioimage intelligent cameras and video analytics software, powered by Pixim's Digital Pixel System[®] technology for impeccable image quality.

ioimage, the pioneer of intelligent video appliances, is the world leader in intelligent, high-performance video encoders and cameras with built-in-self-sustained video analytics. ioimage offers a new approach to video security by transforming surveillance into a proactive, event-driven process.

ioimage 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 ioimage's ioicam wdc100dn ultra-wide dynamic range color day/night intelligent video IP camera with built-in video analytics.



Hertz – the world's largest vehicle rental company – is serious about securing its fleet. With losses due to theft nearing US\$1 million annually, Hertz Israel turned to advanced technology to help prevent theft and protect its fleet of more than 13,000 cars.

At its operations center in Tel Aviv, Hertz Israel installed a comprehensive network video solution that includes ioimage intelligent cameras, encoders and command center software, powered by Pixim's revolutionary Digital Pixel System® video imaging technology. This sophisticated video security system continually monitors the entire 20,000 square meter perimeter surrounding Hertz's garage, sales center and offices. It also secures sensitive indoor areas after hours, such as the main building's entrance.

Hertz Israel upgraded its existing security measures, which included active infrared (IR) detectors, an inductive fence, closed-circuit television (CCTV) cameras and digital video recorders (DVRs). The site was retrofitted with a series of multi-channel intelligent encoders and networked Internet Protocol (IP) cameras from ioimage, along with a software Command Center providing centralized management and system-wide command and control.

The new video cameras supplement the vehicle rental facility's night guards, providing extra "eyes" to patrol the perimeter, 24 hours a day and in all

kinds of weather. To optimize the effectiveness of the built-in video analytics, Hertz's cameras must begin with clear, accurate images, in all kinds of lighting and at any time of year.

Pixim's Digital Pixel System technology enables ultra-wide dynamic range, for image quality that is optimal for video analytics: delivering crisp images with accurate color, even in high-contrast lighting, with reflection off windows and chrome, or in the glare of direct sunlight. In addition, Pixim's technology yields more highly compressed images that can dramatically lower the costs of storing video on DVRs.

Since installing its sophisticated new video security system, Hertz Israel has:

- › Detected several security breaches.
- › Reduced its number of night guards, thus cutting payroll expenses without compromising security.
- › Reduced significantly the number of false alarms, due to the intelligent video analytics software fed by highly accurate captured images.
- › Improved its ability to comply with rigid security policies.
- › Enjoyed an easy-to-implement, easy-to-use system that has surpassed all Hertz Israel's expectations.



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