



# MOBOTIX

## CASE STUDY

### Network Video: Greater Security For Staff

#### Exceeded All Expectations

"I am a businessman at heart – and that's why I like to get down to business!" Just one look at Franz Schreyer will have you convinced. After all, with all his hard work, his innovative nature and his entrepreneurial spirit, this

businessman has managed to build up a very respectable corporate group in just about 30 years. In 1977, he first founded Schreyer Haustechnik GmbH Markt Indersdorf, just 30 km south-east of Munich, population 10,000. Ten years

later, Franz Schreyer went with his "gut feeling" and started up a car wash, which was quite a big project at that time. The experts predicted that such a small town would draw only about 24,000 car washes a year. In reality, more than 50,000 to 60,000 customers visit the car wash annually, exceeding even the most daring expectations.

#### Fill And Wash

In 1992, Schreyer began to think that many of the cars that used his car wash everyday also needed to fill up

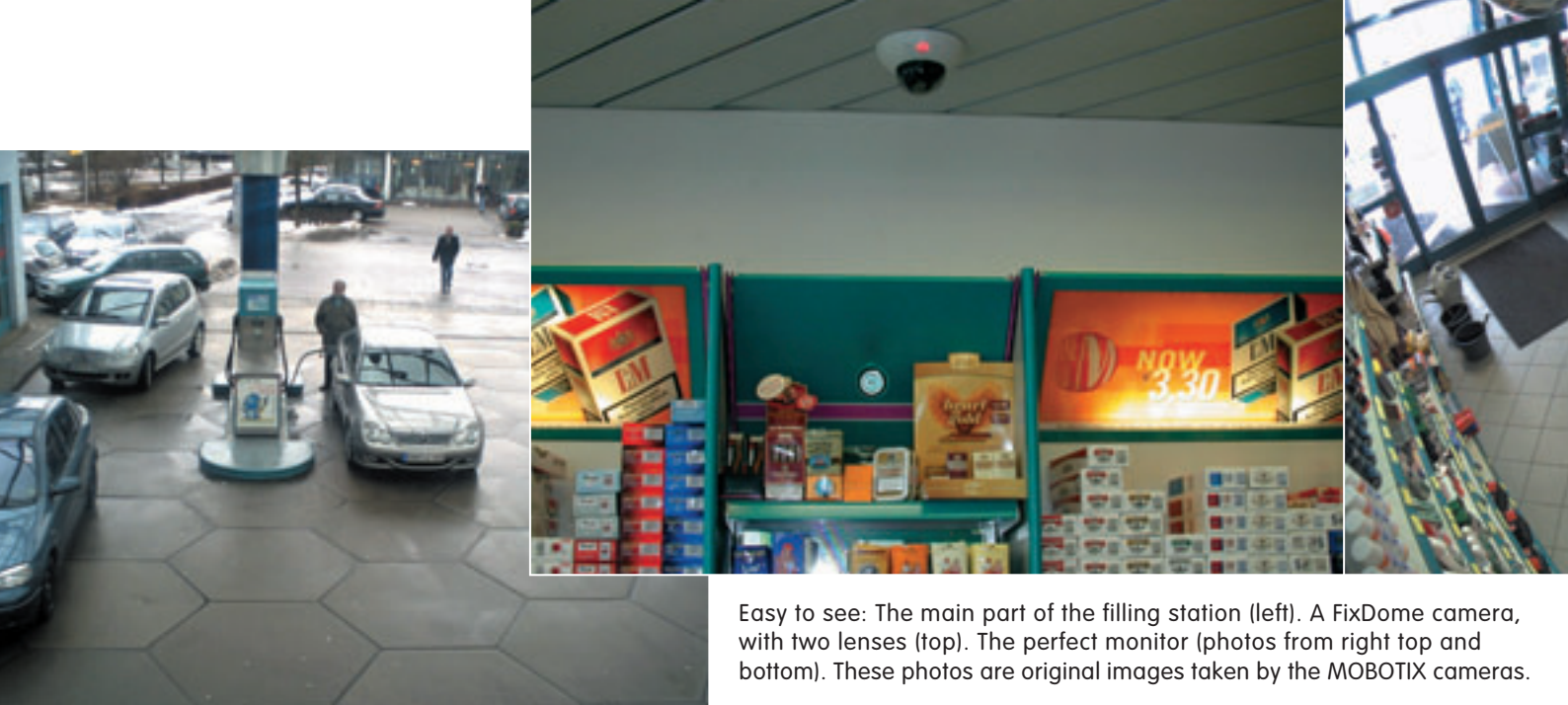
with gas. At that time, however, the franchising offers from the large filling station chains were not very attractive, so Schreyer decided to develop his own gas station concept, which allowed for plenty of room at the pumps, for example. The following February, in 1993, the elegant filling station was opened with the most modern technology and a functional shop. The sloping glass roof is quite unique in design and a real eye catcher that lets a lot of daylight into the area around the pumps. The truck and bus pumps as well as the truck wash, which was installed in 1996, proved particularly effective and attracted even more customers.

The Schreyer Corporate Group also includes a bathroom studio with an attached store and a real estate division. The Group currently has more than 50 employees in total. To protect the filling station and the shops as well as to improve staff security, the company has installed 12 MOBOTIX cameras. Further installations are in the planning.



Security Vision Systems





Easy to see: The main part of the filling station (left). A FixDome camera, with two lenses (top). The perfect monitor (photos from right top and bottom). These photos are original images taken by the MOBOTIX cameras.

## Keeping An Eye On The Company

### Safety First

"With the few tank-and-run incidents that occur in the countryside in Bavaria, we don't really need camera surveillance," said Franz Schreyer. "But it does increase the security for our staff considerably. And that's the main reason for me. Particularly because we just had an armed robbery not too long ago." Up until then, there was only one alarm button for security in the filling station. This prompted the owner to begin searching for the ideal solution.

### Surprising Results

"I talked to a number of well-known suppliers of video technology and found out some surprising things," reported Franz Schreyer. "All of the manufacturers offered me analog technology. The first sales rep promised me the moon. Later their technician showed up and listed me all the problems involved. I also found out that analog technology is much too complicated. For one thing, you have to look a long time until you find the pictures you want to have." Franz Schreyer also had a hard time understanding why he was told that he needed a total of eight cameras for four gas pumps.

### Nothing You Can't Pay For

"All of the large suppliers advised me against network cameras; they said they were much too expensive. But this was exactly the technology that I was interested in," remembered Schreyer. After that, he paid a visit to the MOBOTIX booth at Systems in Munich in the fall of 2005, where the helpful staff explained exactly how the network cameras work. "The MOBOTIX staff took away my fear of getting into costs that were over my limit. And they were also able to directly refer me to a Secure Partner."

Willi Fischer, electrician and owner of Netzwerkservice-Fischer ([www.netzwerkservice-fischer.de](http://www.netzwerkservice-fischer.de)), was put in contact with Schreyer. "The man is a solution-oriented tradesman and technician first – and a salesman second," commented Franz Schreyer. As a technician, Willi Fischer soon realized that a total of four MOBOTIX cameras would do more than an adequate job of surveying the gas pumps. Another camera was added to monitor the entrance of Schreyer Haustechnik GmbH.





### The Total Overview

Of course, the relatively large shop at the filling station also had to be monitored by the cameras – first, to provide greater security for the staff, but also to curb shoplifting. That was why the camera images were not only displayed via the network on the screens at the shopping checkout and in the office of the filling station manager, but also in Franz Schreyer’s office, which was located nearby.

For the shop and the storeroom, Willi Fischer recommended five MOBOTIX D10-FixDome cameras, which are not only inconspicuous in their design and excellent in image quality, but they can also be configured in a variety of ways. Each camera can be equipped with any two lenses. The advantage: The five FixDomes installed generate 10 informative images. One camera with two standard lenses, for example, watches over the two checkout areas (photo below). Another camera is equipped with two fisheye lenses and can monitor the entire newspaper and magazine area. A third camera with a fisheye lens provides a good view of the entire shop and uses the other (standard) lens to keep a watchful eye over the entrance area (photo above).

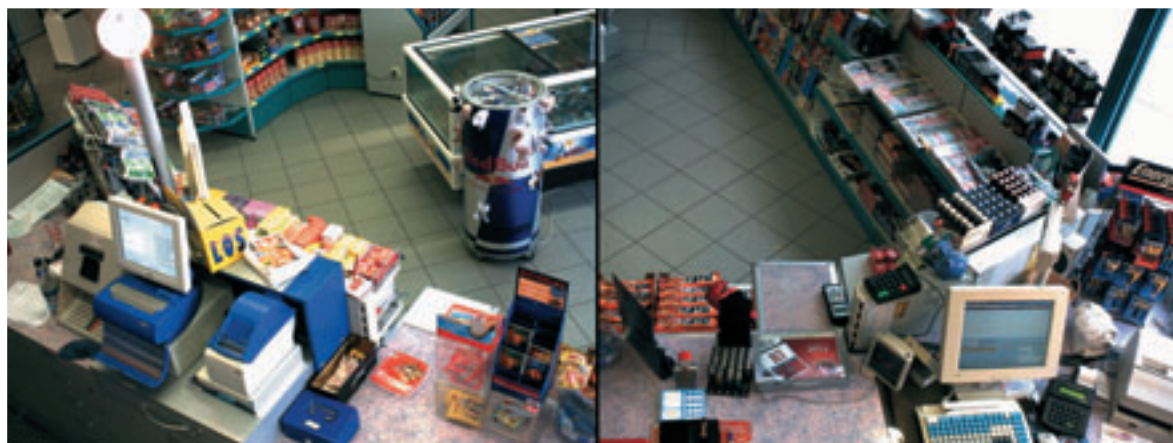
### “Outstanding Image Quality”

With a resolution of up to 2560 x 960 pixels, the FixDome camera delivers incredibly sharp images that include a lot of detail. “The image quality is absolutely excellent, and another important reason why I decided to go with MOBOTIX,” commented Franz Schreyer.

To record the images, the system is equipped with a server that has a more-than-ample storage capacity of 500 GB. Recorded events and the corresponding pre- and post-alarm images are either triggered by the previously defined motion fields or, as in the entrance area, by passive infrared sensors to avoid any interference from light reflections.

### Good Combination

The combination of a network camera system with an attractive price and outstanding image quality has convinced Franz Schreyer to equip the truck wash and the do-it-yourself washing stalls with MOBOTIX cameras in the near future as well. Another advantage is as he commented: “I’m on the road a lot, so it’s great to be able to take a look at the company now and then when I’m not there.” No problem for MOBOTIX technology. All the owner needs on the road is a laptop, Internet access, a standard web browser and the right passwords.





## MOBOTIX Technology – Cost Savings in Every Aspect

### High Resolution For Sharp Images

All MOBOTIX cameras are high-resolution cameras with integrated image storage and 960 lines (1280x960 pixels) resolution. The **stored image** thus contains 12 time more detail for creating zoomed sections of the image than regular cameras with 240 or 288 lines (CIF, 2CIF). This is why one single MOBOTIX camera with a 90° wide-angle lens is sufficient to monitor an entire room and yet provides more detailed images than traditional technology. The MOBOTIX Day/Night cameras feature zero maintenance with one color and one B/W image sensor.

### Intelligent Storage Technology Uses Fewer DVRs

The new, decentralized storage technology pioneered by MOBOTIX reduces the number of recorders that store the smooth high-resolution video by up to 90%. 40 cameras store smooth video streams including audio on a single PC, each managing its own ring buffer and database. Intelligent search features provide swift access to the stored events. There is no software required for storing and managing video, eliminating license fees and the need for expensive software. Event-controlled recording and automatic increase of frame rates upon detecting movements drastically reduce the storage requirements.

### Low Power Consumption Means Enormous Savings

Since MOBOTIX cameras are anti-fogging, do not require heating and only use 3 Watts each, power can be injected into the network cabling using standard PoE products, year round. This drastically reduces the amount of cables and the power requirements for backup power.

### Integrated Telephone Features

All MOBOTIX IT and Secure models feature bidirectional audio support. The built-in microphone and loudspeaker are used for live audio transmissions and storage purposes. Voice messages with PIN confirmation and call forwarding via IP or ISDN telephony have been integrated as well. Using the switch outputs, you can switch lights or open doors from the phone or from the computer.

### Robust and Well-Protected

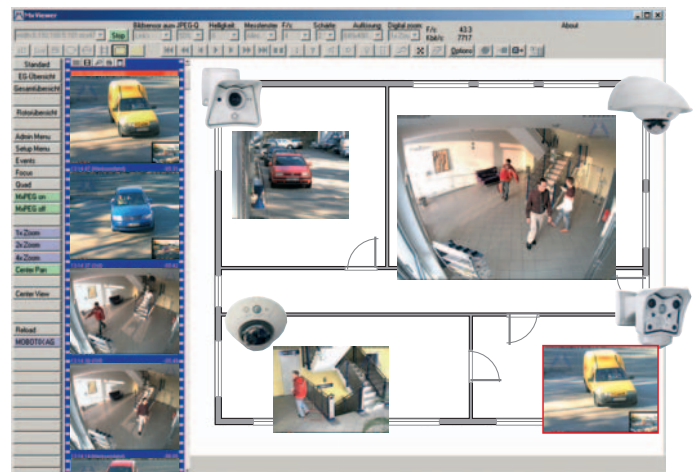
The fiberglass-reinforced housing is shockproof and the SecureFlex mount protects the network cabling as it completely conceals the cables (M12/D12 models). Weatherproof (IP65) from -30° to +60°C (-22° to +140°F).

### High Return on Investment

Since the number of cameras and storage capacity are freely scalable and any kind of data connection can be used (ISDN, DSL, Ethernet, Wireless, GSM, copper, optical), MOBOTIX means high ROI, even years after installing.

### State-Of-The-Art Technology

Developed and manufactured in Kaiserslautern, Germany, MOBOTIX produces image-storing weatherproof high-resolution cameras, including lens and wall/ceiling mount for as little as 598 EUR excl. VAT. To date, more than 100,000 cameras have been sold worldwide.



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