

Brighton Toyota Australia



Vandalism and theft

Brighton Toyota is Australia's largest Toyota dealership. The purpose-built facility sits on 7.25 acres of land in the bayside suburb of Elsternwick, in southern Melbourne, Australia. With more than 600 cars on site, the majority of which are outside, theft and vandalism is always a considerable risk. Perpetrators can cause significant damage to a vehicle in order to steal car parts. "They may steal wheels, number plates or even smash a taillight just to get a replacement light globe," explains Brendan Bain from Logical Services, "This kind of damage can be just as great a problem than theft of actual cars, and costs the business time and money."

Crime prevention

When Brendan approached General Manager John Forbes, to quote an upgrade to the showroom's analogue CCTV system, Brendan looked at the problem with prevention in mind. "Capturing great footage of the thieves in action still costs the company money because they have to spend time and money dealing with it". The aim of Brendan's engineering and proposal was to attempt to stop the crime from occurring in the first place. Whilst he knew he was competing

against lower priced product quotes, Brendan was confident he could demonstrate that a preventative security solution would bring far greater savings for the long term. MOBOTIX cameras were the perfect choice, as they are easy to install, configure, and integrate with other systems.

Why MOBOTIX

More than 80 MOBOTIX M15 cameras were installed to monitor the large site, with lenses ranging from narrow 15 degree angles right through to hemispheric. MOBOTIX hemispheric technology, which can cover an entire room with no blind spots, reduced the number of cameras required overall and provided optimal coverage for the whole site. The MOBOTIX VMS MxManagementCenter (MxMC) can handle unlimited cameras and users, so was ideal for this large site. Intuitive drag & drop functionality and intelligent sorting of parameters offered by the VMS meant set up was fast and easy. It is also very straightforward for the customer to use: "They love it, with 80+ cameras, it's so easy, they can just pick a camera from the integrated pictorial site map to view or retrieve footage," says Brendan.

Audio technology

"The key was to go beyond simple video surveillance to make visitors aware that they are being watched," Brendan explains. This was achieved by customising the embedded audio technology, which comes with all MOBOTIX cameras as standard. With MxActivitySensor smart motion detection in each camera triggers an event in response to a person arriving, or perhaps moving in a certain way. Depending on the time of day and the location of the camera, various audio messages are played back through the camera's in-built speaker. These can vary from welcome messages to warnings that you are under surveillance. If multiple events are triggered indicating an incident, the 24-hour control room is immediately on guard to monitor and react to the situation. There is also the possibility for authorised managers to login remotely to view footage via a web browser or the MOBOTIX app.

Integration into business processes

The security system does far more than just deter crime and has been integrated into a number of other processes: MxAnalytics' powerful people



counting and heat mapping technology provides valuable business intelligence, enabling more effective targeting of sales; in the workshops there is now verifiable trail of all work carried out, including a record of each vehicle's condition upon arrival, along with footage throughout its time on premises; and the risk of damage to cars being test-driven is now considerably lower, with an image captured of every car and driver as they leave and enter the site.

Happy customers

The security solution designed and installed by Logical Services has significantly reduced incidents at Brighton Toyota by creating the awareness of being watched. By configuring the cameras to broadcast time and location-specific, and even movement-specific audio messages, they have successfully prevented crime from taking place. It has been so successful as a deterrent that where once as many as four incidents were occurring a week, the average is now less than one per month.

MOBOTIX System In Use

Cameras: 83 M15



Software: MxManagementCenter



Retailer information: