



## Increasing Operational Management and Risk Defensibility

Reduced Risk – Improved best practice – Value for Money

With thousands of people visiting its UK centres and partaking in activities like trampolining, wall climbing and sky-riding, ensuring public safety and security is of paramount to Gravity Active Entertainment. It launched one of the first trampoline parks in the UK. Now it has grown to 12 sites across the UK and one in Saudi Arabia in various locations including shopping malls, offering a host of active entertainment experiences. As the business continues to expand – the newest site has additional activities like darts, golf, bowling, a bar and restaurant – the need for high-quality security and operational monitoring increases.

### Risks & Challenges

The business needed an effective CCTV system for security and operational monitoring, compliance and risk management. Gravity's existing system was no longer fit for purpose. Each site had its own 'island' system with no centralised connectivity. More costly cameras would be needed to cover new, larger sites. Operating the system was slow, clunky and had a poor interface.

Liam Gibson, Head of Compliance at Gravity Active Entertainment says, "The main challenge our team faced was accessing the system. In most cases, recorded CCTV could only be accessed locally, at a site location. We could find faulty cameras that were unable to provide the information we needed and some of the file formats took hours to download to 2 minutes of footage. With a business that is growing rapidly and adding new locations, that just wasn't viable for us."

### Key Data

#### Sector

Entertainment & Leisure

#### Customer

Gravity Active Entertainment

#### Partner

ASE Computer Services

#### Timeframe

2020/21

#### Products

216x c26 Indoor 360° cameras  
MOBOTIX CLOUD

**GRAVITY**  
ACTIVE ENTERTAINMENT

"The value that the MOBOTIX and ASE solution adds from a business management perspective, both operationally and for compliance purposes - is significant. We have made this investment because we need it to address requirements such as staff and customer safety, licencing and insurance obligations and security. This has been a great leap forwards and a great addition to our business."

*Liam Gibson*

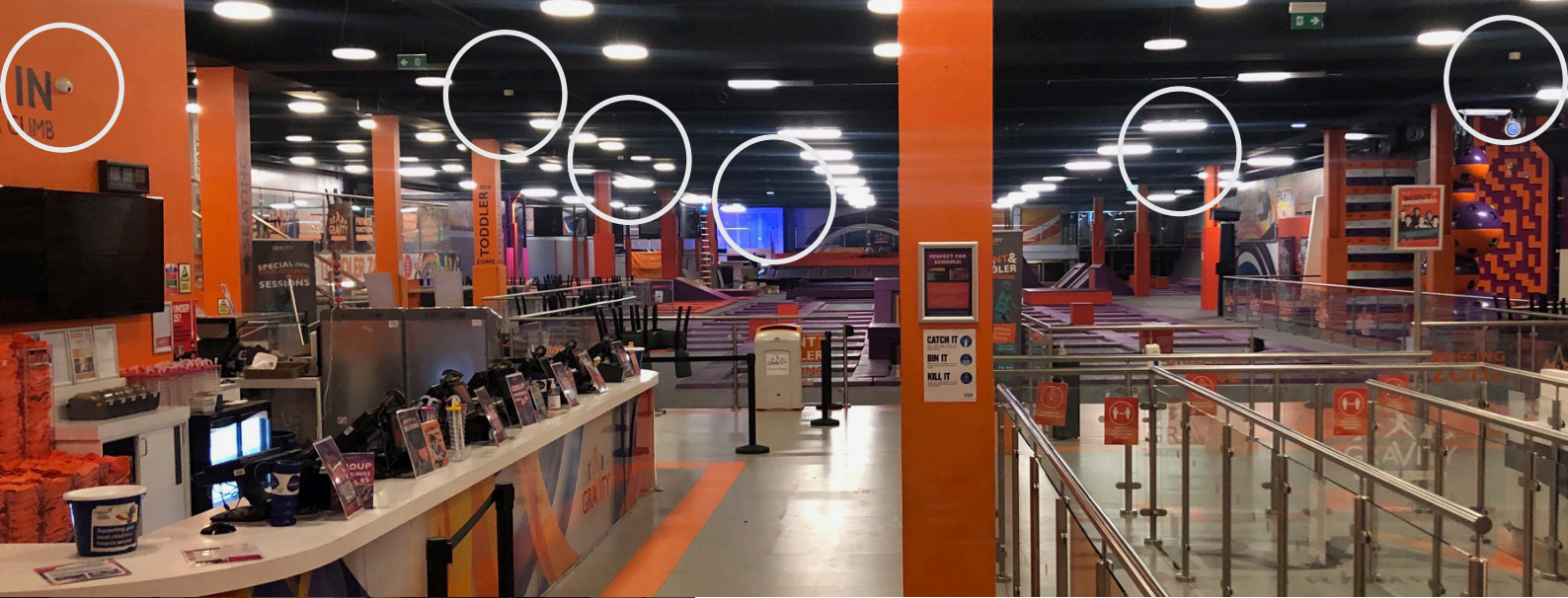
*Head of Compliance, Gravity Active Entertainment*

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## Solutions & Benefits

Gravity tried several different options before choosing one from ASE Computer Services and MOBOTIX. Gibson says, “ASE and MOBOTIX offered a complete, integrated solution and an affordable 360° camera – essential for covering large spaces. The solution has proved to be very user-friendly, flexible and good value for money.”

The overall solution includes 216 MOBOTIX cameras at most locations. These are integrated into a single system using the MOBOTIX CLOUD application. MOBOTIX CLOUD enables Gravity to manage its entire CCTV system across all sites from anywhere, anytime and on any device - even a smartphone. Highly secure access is tailored so that senior managers have a complete overview while location managers access cameras only at their site.

With MOBOTIX CLOUD, footage is stored in the cloud making it highly accessible and removing the need for on-site hardware. Instead of having to visit a site and check the cameras, faults send an automatic alert. One feature that Gibson says, “is extremely impressive”, is real-time pan-tilt-zoom view with the software and 360° cameras. ASE played a critical role in helping Gravity source the right equipment and software as well as designing and installing the whole solution.

BeyondHumanVision

The system is used for security, business defensibility, such as recording general incidents, property monitoring, insurance assistance and operational management.

The solution can be used for monitoring and managing customer flow around a centre to see which areas or activities get more footfall and then make informed business decisions. It helps to satisfy insurers and in turn, reduce costs, because clear and accessible footage of evidential standard can be provided from all areas in all locations.

## Summary

For Gravity, the MOBOTIX and ASE solution is vital to its business operations. Although primarily a security system for staff and customer protection, it delivers several advantages. The system plays an important role in maintaining the excellent operational practices that Gravity demonstrates today. The MOBOTIX system enables the company to maintain a strong defensibility position and, where required, assist business defensibility as it provides clear evidence for all areas of each site. It also gives staff the confidence that they are supported and any actions they take are monitored and recorded safely and securely.

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