Alcalá la Real — A Safe and Smart Place for Citizens and Visitors

The city administration of Alcalá la Real in the Spanish province of Jaén—a popular tourist destination—is using a variety of measures based on intelligent information technology to promote sustainability in the community. As part of this strategy to become a true smart city, Alcalá la Real has chosen MOBOTIX AG for their video solutions.

The Challenge: Security No Matter the Location

Thanks to the MOBOTIX smart city video project for Alcalá la Real, the city administration has been able to push ahead with technological modernization. As a result of the measures, the local police force now have a much better overview of the entire city — in real time. The MOBOTIX video solutions enable traffic to be monitored at major traffic intersections and key traffic hotspots in the community, significantly increasing the safety of citizens and those traveling in the city. The project was so successful that the city administration continues to use the proven MOBOTIX technology even though the five-year contract has ended — and most of the robust cameras haven't required any maintenance.

The Solution: Intelligent Sensors Protect Living Spaces

As part of the smart city project, a traffic management system was introduced at the most important locations in the city in cooperation with Vida IP, a renowned MOBOTIX distributor in Spain. A network of 13 high-resolution IP cameras and an additional 11 infrared spotlights have been installed at 6 different locations. The system was subsequently expanded and optimized to include industrial zones and important access and exit routes.

This smart city project was a resounding success. Demand for MOBOTIX products has grown enormously, and more cameras have been installed in holiday homes in Fortaleza de la Mota and Las Cruces. The cameras were not just used to control entrances; they were also perfect for ensuring areas did not become overcrowded during the pandemic — as was the case in September 2021 at the San Mateo trade fair site.

"We need to highlight the outstanding commitment and support Vida IP has shown in this project, as well as the remarkable professionalism and knowledge of MOBOTIX technology exhibited by its employees," said Lola Ramírez, head of the IT department in Alcalá la Real city administration.

Key Data

Sector
Public sector

Customer
Ciudad Alcalá La Real

Partner
IP LIFE

Time frame
2017 – 2022

Solutions
2x M73 (IR + VAXTOR license plate recognition)

3x p26 (IR)

4x M16 (IR + LPF lenses)

1x c26

1x Q26

5x D15 (LPF lenses)

7x Q25

> "
> The MOBOTIX technology offered us integrated functions, such as reading license plates, which was essential for the project we were planning. We also need to highlight its versatility: It can handle people counting, license plate tracking, motion detection, heat maps and many of our other requirements.
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> *Inma Mudarra, former City Councilor for Digital Administration and Transparency in the city administration of Alcalá La Real*

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Benefits for the City Council and the Citizens

An important factor in the success of MOBOTIX—and the associated increase in cameras installed—is the superior image quality, which has allowed the police and the Guardia Civil to clarify the circumstances of some traffic accidents. "On seeing the recordings from MOBOTIX, a judge no longer needs witnesses," says Ramírez. In addition, work for the city administration has been considerably improved as a result of this seamless traffic control.

Conclusion: Smart Technology for a Safe Future

"MOBOTIX video systems are very versatile and offer a wide range of useful solutions. One example of this is reading license plates, which was crucially important for the smart city project: Other examples include counting people, detecting movements or creating heat maps to identify high-traffic areas," says Inma Mudarra, City Councilor for Digital Management and Transparency in Alcalá la Real.

"We started the smart city project from the perspective of safety and traffic control, but we are now also using the technology in the context of the pandemic to reliably implement and enforce the necessary measures. And we're certain that won't be all. We will continue to work actively to benefit of all the advantages MOBOTIX AG offers."

The City Councilor stressed: "All of these innovations are essential steps toward a modern and citizen-oriented administration designed for the digital age and maximum public safety. This greatly strengthens the community while providing complete and efficient resources."

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