

## Meiller Jewelers Schwandorf



# Modern Video System Safeguards High-End Jewelry

Trust – along with appearance – both play a key role in the world of exclusive watches and jewelry. This is also the case for Meiller Jewelers in Schwandorf, Germany. This fifth generation partnership offers exclusive watches, jewelry, and glasses from venerable, high-end, and contemporary brands and models. With their experience, exceptional service and extremely wide selection of both traditional and trendy products, the family-run company has captivated customers since 1876. The jewelry store's range includes around 200 brands of watches, rings, necklaces, earrings and bracelets as well as eyewear, offering over 10,000 products in total. When it comes to video security, Meiller also relies on a modern solution and has installed ten MOBOTIX cameras in the store.

### Details Not Clear To See

Up until now, the jeweler had been using an analog security camera system, which was starting to show its age and no longer ran smoothly. In addition, the quality of the video images sometimes left much to be desired. "We are dealing with very small items here, such as earrings, and sometimes these were difficult to make out due to the low resolution of the analog camera," explains Roland Meiller, owner of Meiller Jewelers.

### Design, Resolution And Excellent Value For Money Seal The Deal

That's why Roland Meiller decided to install a new video solution. So he called the security consultant Norbert von Breidbach-Bürresheim, Managing Director at VALEO IT Neteye GmbH ([www.valeo-it.de](http://www.valeo-it.de)). He packed the MOBOTIX cameras up and brought them to the store where he demonstrated the video systems for the jeweler. "The resolution of the video systems was very good, and the details were easy to make out – even in backlight situations," Meiller said. "The price of the solutions sealed the deal for us because you can really see the difference when it comes to the value for your money that the new indoor cameras offer. Another criterion was the design of the cameras. Their design is very discreet, making the cameras on the ceiling hardly noticeable."

### Cameras Ready For Use In 12 Hours

The ten cameras were to be installed outside of opening hours. Since shops were allowed to open on Sunday on the chosen weekend, which is not usually the case in Germany, VALEO IT Neteye began to remove the old analog system on Saturday afternoon, directly after the store was closed. "The removal of the old cameras and installation of the new ones went incredibly smoothly and was finished

within just 12 hours, so that we were able to re-open the shop on time for a bustling day of business that Sunday," Meiller explained. "VALEO IT Neteye had already preconfigured the video equipment they brought, so the installation went especially fast."

### Excellent Image Quality Even In Poor Light Conditions

A total of nine c25 indoor cameras were installed at the entrance and on the ceiling over the sale tables. These are ideal for installation in ceilings due to their small diameter of just 12 centimeters and a weight of approximately 200 grams. Features include a light-sensitive sensor with 6MP Moonlight technology, a microSD memory card and the latest camera software. This allows the easy identification of both people as well as the details of individual watches or pieces of jewelry. In addition, the c25 is equipped with MxAnalytics video analysis tools that can be used, for example, to carry out people and object counting or display a heat map of high-traffic areas. A p25 indoor camera was installed above the cashier's area. Due to the manual swivel and tilt functions, the camera offers high flexibility during installation. The camera features a telephoto lens and provides high-resolution 6-megapixel images in rich detail.



### Discretion Guaranteed

It is true that a highly visible video surveillance system may deter potential burglars or thieves by emphasizing the danger of being identified and caught after the act. In high-end shops, however, this is not always desired, since the customers usually place high value on discretion. "In a jewelry shop like ours, a video system is part of the basic kit, for insurance purposes for starters. The MOBOTIX cameras have an elegant design, so that at first sight, they aren't even visible on the ceiling," says Meiller.

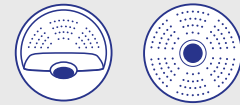
### Cases

The MOBOTIX cameras are based on a decentralized concept. Both data and image processing as well as the encoding are performed by the camera itself. The recording can be stored to

the camera's SD card at Meiller Jewelers and transferred to a network storage device. It is only viewed in concrete cases of suspicion. Compared to a centralized system, up to ten times more cameras per server can be connected this way. Furthermore, no additional hard- or software is necessary. This is another key advantage, since the old analog cameras required an expensive hard drive recorder. In the workshop separate from the store, there is a computer on which live feeds from the jewelry shop can be viewed. This way employees always know what is going on in the shop. As a result, the jeweler has a video surveillance system that ideally ensures quick identification and arrest of the culprits in the case of theft or burglary.

### MOBOTIX System In Use

**Camera:** 10 (p25, c25)



**Software:** MxManagementCenter



Retailer information: