



Video Solutions for Security Professionals™

## CASE STUDY



### At a Glance:

**Market:**  
Retail

**Location:**  
Georgia, United States

**Application:**  
Eighty HD-TVI cameras used to protect customers in the parking lot of the supermarket.

## Case Study: LTS HD-TVI Cameras Protect Patrons in Parking Lots

### Introduction

Nam Dae Mun Farmers Market offers an incredible selection of exotic foods that isn't found in more traditional supermarkets. The supermarket chain serves various ethnic communities in the state, and its rapidly growing by adding at least four more stores. The company wanted to ensure shoppers have a great experience, and employees are always safe. The owners requested cameras to surveil the parking lots of each location and prevent product losses. They desired a system with video content analytics including line crossing and push notification capabilities on their smartphones.

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### Challenge

The security professional was met with several installation challenges that made completion much more difficult. The installer had a limited budget to work with for each surveillance system. In addition, he faced a time crunch, completing all four locations in two months from cabling to physically installing the cameras. Also, taking the time to establish line crossing VCA and integrate the system with an alarm siren should an emergency happen.

### Featured Products:

(CMHT2122-28) Platinum HD-TVI Turret Camera 2.1MP

(CMHR6123DWA) Platinum HD-TVI Varifocal Motorized Lens Bullet Camera 2.1MP

(LTD8516K-ST) Platinum Professional Level 16K-ST

(LTD8316T-EA) Platinum Advanced Level 16 Channel HD-TVI DVR – Efficient Mode

### Solution

Advanced HD-TVI technology offered high quality images at an affordable price and was suitable for this project. The installer started with installing coax cables for 64 Platinum HD-TVI Turret Cameras 2.1MP, CMHT2122-28. It is very cost-effective and offers wide angle and full HD 1080P quality images. It also embodies a 2.8mm fixed lens for the best surveillance images. Images at night are no problem with 24 IR LEDs up to 65ft. The camera is easy to adjust utilizing UTC. The security professional also installed 16 Platinum HD-TVI Varifocal Motorized Lens Bullet Camera 2.1MP, CMHR6123DWA, which offers long range coverage for distance with easy control. For multiple line crossing setup, both the Platinum Professional Level 16 Channel HD-TVI 4.0 DVR and the Platinum Advanced Level 16 Channel HD-TVI DVR – Efficient Mode, LTD8316T-EA, were established. The recorders were placed in a back room where they'd be safe recording forensic evidence the cameras picked up from

the parking lots. LTD8316T-EA was compatible with the alarm siren should an incident occur. Thus, sending a push notification to the owner and manager's smartphones.



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### Results

The camera system allowed the installer to provide a cost-effective solution to the Nam Dae Num Market project. It's adding more value and security to the shopping experience. The LTS product consultant says both the installer and the market owner were extremely satisfied with all the integration of the system with the siren and the clarity of the LTS cameras.

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