



ClearImage

Clear Image Case Study

Clear Image Group
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Project	FreedomCAM
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Mission:Impossible – security sorted with innovative FreedomCAM solution

The Site

Northwich Retail Park is a small retail park situated just east of Northwich town centre in Cheshire managed by DTZ, with tenants including Next, Currys, Argos and B&Q. The only security coverage was a gate, locked overnight by a lock down service, at a cost of approximately £11,000 pa.



The Challenge

The park is an open site without a full time DTZ management presence. The client required a cost-effective security solution, but there were many logistical challenges which had made it a real ‘Mission:Impossible’.

Installation of conventional security cameras was not possible as:

- a) the tenants would not wish cameras to be building mounted;
- b) the landlord’s power supply is available through the lighting columns only, which is not suitable for running conventional camera systems;
- c) there are no landlord’s telephone lines through which to manage connections;
- d) there is no landlord’s building in which to store the control equipment required for a conventional camera system.

For an area prone, like many of its kind, to the usual problems of crime, joyriding and fly-tipping, clearly having no camera surveillance was not an acceptable option to tenants – yet a conventional camera system was not possible without a very significant cost and substantial business interruption.

The Solution



To solve these problems, Clear Image introduced the innovative FreedomCAM, a flexible CCTV surveillance solution combining state-of-the-art IP camera technology with 3G mobile communications and power back-up. Positioned on lighting columns, this solved at a stroke the problems of power supply and mounting, with the added benefit of providing a comms connection.

FreedomCAM uses high quality intelligent IP cameras incorporating 32GB solid state built in video storage and two-way audio. Camera images and recorded footage can be accessed remotely from anywhere, anytime, using a standard PC / laptop.

FreedomCAM is a neat, discreet solution (see image, above) suitable for deployment in almost any environment. Just three FreedomCAMs cover the site, at a tiny fraction of the cost and business interruption of a conventional system.



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The Benefits

- Reduced costs – three FreedomCAM units cost just £616.72 per month (including all maintenance and monitoring) – that’s just £7400 pa compared to the cost of a lock down service: a saving of over £3500 per year
- Massively improved functionality – for less than the cost of a lock down service, this solution provides full site CCTV surveillance with monitoring functionality, recorded images to support investigation / evidence
- High quality, cost-effective CCTV surveillance in an exceptionally challenging situation where a conventional camera system and the necessary associated infrastructure would have cost many thousands of pounds
- Enhanced client amenity

For more information please contact:		
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