

Rotterdam Police and Merchants Rely on IQeye Smart Megapixel Surveillance

Downtown shops deploy megapixel technology to deter and prosecute crimes



Situated in the west of the Netherlands, Rotterdam is the country's second largest city with a population of more than 600,000 people. The port of Rotterdam is Europe's largest, and until 2004 it was the world's busiest port.

The Solution

Police wanted to send a clear message that no robbery will be tolerated in the Rotterdam-Rijnmond commercial area, so they decided to deploy IQeye megapixel cameras in upwards to 20 downtown Rotterdam shops. IQeye cameras were chosen over other leading IP camera makers for their superior image quality and the camera data is managed by Milestone Systems' XProtect video management software. HIPnet oversees total infrastructure, including installation of routers, router management, and maintenance on the total project.

The Tobacco Shop Vivant in the Mathenesserweg (West District) was the first store to install IQeyes. From there in late 2008, 17 more stores in Vreewijk and the Prince's Square districts installed the smart megapixel camera system. When a shopkeeper experiences a robbery attempt or perceives trouble, he presses a button that activates the strategically placed megapixel cameras and a live feed is directly transmitted to the police control room. Upon alarm, police units are immediately sent to the store.

The owner of the grocery store Super de Boer commented on the smart megapixel surveillance system, "Most of the business owners and employees are feeling safer now that the security




system is in place. The video image quality is very high, which is very useful to make a clear identification of the robbers."

Ramon Grado, CPP, IQinVision Managing Director for EMEA, summarized the installation's benefits, "Here's a highly innovative system deployed across multiple shops that all benefit from superior megapixel camera images transmitted to the police at the touch of a button. This solution is designed for cost-effective scalability and can be easily expanded to more shops—we anticipate the police will catch a lot more bad guys and that the deterrent effect will be impressive."

“Most of the business owners and employees are feeling safer now that the security system is in place. The video image quality is very high, which is very useful to make a clear identification of the robbers.”

The Highlights

- > IQinVision megapixel cameras ensure crystal clear images and because the Rotterdam retail project uses only megapixel technology, police and shopkeepers can meet their coverage goals with superior image clarity, remarkable reliability, and fewer cameras overall—ensuring improved security with lower total operating costs over analog cameras.
 - > In addition to the live feed feature, the IQeye 702s are continuously recording to a 16-GB CF memory card in the camera itself using IQrecorder™ software, so the shopkeeper has a record of all incidents in the event of further police investigation.
 - > IQeye megapixel images give police a superior description of the suspects. For deterrent effect, potential robbers are warned by signs that alert them to the presence of this smart megapixel camera system in each of the shops.
 - > The surveillance solution will be evaluated over a period of several months to ensure it delivers the desired results for both the retailers and the police. Should the results be favorable, the retail surveillance system could potentially be deployed to hundreds of shops in the area.
- 
- > The Rotterdam-Rijnmond Police won a prestigious Dutch innovation award for the deployment of the IQeye surveillance camera system.
 - > Robbers are filmed in high resolution providing razor sharp images. If the thieves are not caught in the store, police can track their movements using city street cameras. Should the robbers still manage to escape; the IQeye's high resolution images can be used to identify them.