

## VIVID DVR WINS HANDS DOWN FOR STREETWISE SPORTS

Streetwise Sports was established in 1990 and is now recognised as one of the leading sportswear retailers in the UK. The company's active expansion programme features store openings in major cities within the UK, as well as an on-line store.

To safeguard its substantial investment, Streetwise Sports has a profit protection plan in place which features up-to-the-minute security equipment across all of its stores, including its prestigious Manchester outlet in the Arndale Centre. This particular store's CCTV has recently been upgraded with the introduction of a Baxall Vivid Digital Video Recorder (DVR).

The new Vivid DVR replaces a 24 hour video recorder, which required Streetwise Sports to change tapes daily and keep a tape library. The Vivid DVR does away with this need, digitally recording images from the nine cameras in the store on to a built-in hard disk drive. The hard disk drive can be 'searched' for events (rather than having to trawl through tapes as you would with a VCR) by using date, time, camera or alarm criteria. This makes it quick and efficient. Furthermore, as the images are recorded digitally, there is no image degradation on playback.

The Vivid DVR has been installed by Absolute CCTV, which specialises in full digital systems, from basic installations through to full Pyramid matrix systems. Andrew Faulkner [job title?] comments on his choice of DVR: "The IT manager Terry Crookes chose us as a company for our IT skills. He is particular keen on monitoring the Streetwise chain remotely from his office in Warrington. The Vivid has all this functionality and has a good compression of video, allowing a fast stream of video images over the network. This is a particular strength of the Vivid, where other DVRs fall short."

The Vivid DVR achieves this through the use of JPEG2000 compression technology, which provides superior picture quality (images are sharper and less blurred) at lower storage rates. It comes with a full suite of TCP IP protocols for network ready application and a 31 day automatic recording set up feature to quite literally 'plug and play' the unit.

Andrew Faulkner has been impressed not only by the product but by the support he has received from Baxall: "With Baxall being the manufacturer of the unit, not a reseller, the support is excellent; there are many knowledgeable people who work there.

"Baxall products are manufactured to a very high standard and therefore we knew that it would be a reliable product."