

# Putting Safety First

How a leading CCTV distributor is using a video surveillance system supported by Motorola's Canopy® broadband wireless network to help one municipality cost-effectively monitor local activity, thus reducing crime and improving response to emergencies.



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## Keeping a Small Town Safe

With a population of just more than 3,000, Sergnano, Italy, is definitely not a crime-ridden town. But, like all municipalities, it still had its fair share of incidents – that is, until a little more than a year ago. That's when the municipality decided to install a video surveillance system supported by Motorola's Canopy broadband wireless network. The system includes about 11 IndigoVision cameras, which cover a 15 to 20 square kilometer area and feed into a Central Control Center for monitoring and recording.

Thanks to the CCTV system, crime has been reduced significantly.

"The video surveillance system allows Sergnano's two-man police force to control 100 percent of the territory without moving from the control room," says Aldo Punzo, technical manager for Bettini Video.

In fact, the system has been so effective that vandalism has been completely eliminated in the town. This saved the city so much money that the system paid for itself within 12 months.

In addition to eliminating vandalism, the system also allows Sergnano police to respond much more quickly to accidents, and they have used the video recorded by the system to prosecute and investigate crimes.

## Extending Network Reach Wirelessly

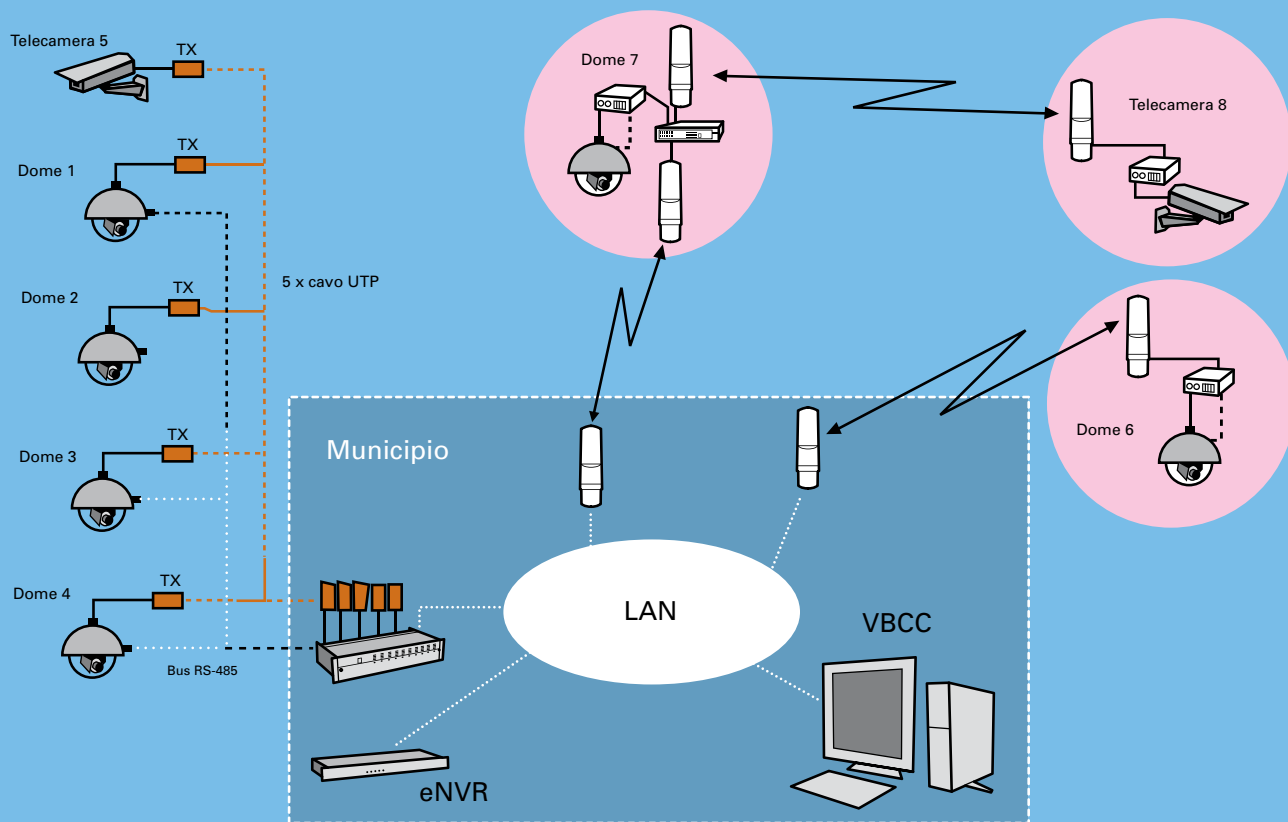
The video surveillance cameras are connected using both Motorola's Canopy wireless broadband network at 5.4 GHz and a wired local area network (LAN) made up of unshielded twisted pair (UTP) cable.

Using Canopy made it possible for the municipality to monitor key areas that could not be reached by cables. It also made it possible for the system to be set up without any need for DSL connectivity, which would have cost the municipality at least 100 Euros per month per camera.

## SYNOPSIS

Sergnano, Italy, a small town of just 3,000 people, employs only two law enforcement officials, who remained quite busy in spite of Sergnano's small size. Fortunately, today, they can cover a much bigger territory more effectively thanks to a closed-circuit television (CCTV) system supported by Motorola's Canopy broadband wireless network.

In fact, the network has been so effective in reducing crimes such as vandalism that the Sergnano Police Department estimates that the system paid for itself in just 12 months. Bettini Video, the distributor that supplied the system for the municipality of Sergnano, is now helping more communities like Sergnano reap the benefits of video surveillance technology.



**ABOUT BETTINI VIDEO**

Bettini Video is one of the largest CCTV distributors in Italy, with headquarters in Rho (Milano) Italy, and branches in Rome and Florence. In addition to its distribution services, the company also provides hotline, repair service, training and consulting. With revenues of about 7 million Euros in 2006, the company's goal is to grow by 10 percent each year.

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"It's very useful to be able to budget for the wireless connection without accounting for yearly fees," says Punzo. "A small city cannot afford to pay yearly fees for connection."

The municipality of Sergnano was able to extend coverage even further by bridging a remote camera that was not in the line of sight of the Control Center to another Canopy-equipped camera – without experiencing any bandwidth challenges.

**A Look at the Benefits**

Bettini Video has not only been pleased by the flexibility and lower cost offered by the wireless CCTV technology, Bettini has also been impressed with the robustness and the high interference resistance offered by Canopy broadband wireless technology in particular – not to mention the small antennas required. But Bettini is perhaps most pleased with the equipment's ease of installation and ease of use.

"I love how easy it is to set parameters and install it. In the past, we used other wireless solutions,

but they were very complicated. You had to have knowledge in IT and RF," Punzo says. "We come from the security world – we don't have that. But we didn't need it with Motorola's Canopy system."

Another key benefit of the Canopy system is that it is based on IP technology, which eliminates the need for any conversion of signals when working with newer CCTV systems, which are based on digital, not analog, technology.

**Selling More**

Bettini has already supplied more than 20 similar systems for other municipalities that wish to monitor their city centers using CCTV technology, and its best sales people have been the Sergnano police themselves.

"Once you have installed a system like this, it's easy to find other customers," Punzo says. "The Sergnano local police started telling others how well the system worked, and other municipalities began asking for the technology too."

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