

BAXALL

Clearer Images? You can bank on Hyper-D!

Banks and Building Societies initiated the use of CCTV surveillance several years ago. Now, in 2004 this technology is ready to make even more extraordinary improvements to bring even more benefits to the end user.

For most applications the primary purpose of CCTV is to capture images of a criminal on camera so that police could later playback the footage to identify them. The highest quality camera equipment was used to capture people's faces at cashier stations and other key locations, such as entrances and exits.

Bank planners now consider CCTV as a major factor in overall security planning and the way in which customers enter the premises. When interviewed, robbers have made some interesting comments as to how they selected their targets. It appears that banks could be made much less vulnerable by simply installing more cameras on the entrances and making them visible from the outside.



Traditional non-Hyper-D camera

According to the Department of Trade and Industry, the average cost of each serious incident is over £25,000, and several companies reported security incidents costing more than half a million pounds. It is estimated that nearly half of all UK businesses will experience at least one security attack in the coming financial year.

In the past, if the CCTV system was fortunate enough to capture any images of the perpetrator, the video was often of poor quality. It was also severely affected by extreme exit and entrance lighting, which made it nigh on impossible to achieve a positive identification.

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Today, with the invention of the Baxall Hyper-D, things are much, much different. This exceptional and radically diverse camera allows the capture of crisp and clear images that are totally unaffected by brightly backlit areas - areas that were such a problem in the past.

These cameras create images with no overly bright or dark zones; every area of the picture can be clearly seen and used, unlike previous standard cameras.



A well-installed and maintained system is crucial for the long-term success of any CCTV investment. Previously, sophisticated and high quality video cameras meant long and complicated installations, but not anymore with the Hyper-D. The primary focus of this camera is quick and easy deployment but with all the benefits of new technology.

What's more, this new embedded technology complements the use of digital recorders, providing sharper images for the police and security personnel to use. This means that they can view live video, identify the robber and catch him before he even leaves the building.

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Over time the uses of CCTV have branched in to several directions other than security and even more so with the introduction of the Hyper-D. Customer feedback has suggested that the presence of CCTV has also had an overall effect on in house fraud and employee theft.

Scientifically proven to give higher resolution pictures than any CCTV camera ever before!



In addition to improving safety, major banks use video footage to evaluate peak hours of activity at each branch. This has been especially helpful for management to make the best use of branch staff scheduling. Footage plays a key role in the effective training of employees and improving overall branch performance.

Housed in weatherproof, vandal-resistant housings, the Hyper-D can be positioned to monitor ATM's, car parks and after-hours depositories.



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