SUCCESSFUL STORY

Hypermart is a supermarket chain store company that has 107 branches and the biggest market share of retail marketing in Indonesia. The operating revenue more than Rp$ 14,5 Triumand the number ofemployees10,239.

Challenge:

The biggest shopping center of Hpermart has become the main hub in the Indonesia capital, which receives more than 350,000 visitors per month. Since opening in 2000, the mall has expanded to include 152 stores throughout the 70,000 square meter building. Today it is host to a wide range of attractions, including a movie theatre, gym, supermarket and diversity stores. Due to the expansion of the mall and the surrounding population, the analog surveillance system that was in place could no longer accommodate the growing demands, nor could it meet security and control challenges. The building required an advance IP surveillance system to ensure the safety of all staff and visitors.

Challenge:

Along with modernizing the existing analog cameras, the mall also needed to expand the surveillance system to cover all areas of the facility that presented a potential vulnerability, which included access doors and parking lots.

However, proposed upgrades to the existing infrastructure threatened the project as the client was extremely concerned with:

▼ The 100m reach limitations of standard Ethernet switches. The client concerns the maintenance, space or budget issues, they did not install new IDF closets to support the IP cameras where they were needed.

▼ Ripping-and-replacing the existing twisted-pair infrastructure to support the IP cameras, as this would be extremely costly, time-consuming, and disruptive to the business.

▼ Loss of revenue caused by lengthy and disruptive infrastructure renovations.

Solution:

PT Jessilindo Pratama, the system integrator, introduced the customer to i-View EPoC Ethernet/Power over Long Reach Ethernet (ezLink®) innovation system. Hypermart had used i-View UTP analog camera solutions in the past 10 years and the existing CCTV surveillance

used the UTP cable, the main problem is that 45% cameras transmission distance more than 100 meters. The client engaged in a free no-obligation proof-of-concept to test the solution in their environment. After a few simple setup steps, the ezLink® device transformed the existing twisted-pair infrastructure into an IP path with power, capable of supporting the new IP cameras with up to 1,800ft (600m) reach – that's 6Xs farther than standard Ethernet.

Result:

The client was completely satisfied with their entire modernization to IP. With their new Full HD resolution viewing and recording capabilities, the mall can now provide better security to all staff and visitors, as well as able to avoid any rip-and-replace, deploying 78 new IP cameras over their existing and reliable infrastructure. ezLink's long reach capabilities ensured that cameras were installed exactly where they needed to be in all areas inside and outside the building – without the need for additional IDF closets. Thanks to ezLink technology, the client was able to:

▼ Reduce deployment time by 75% and overall project cost by 30%; maximizing ROI and save money for IP applications.

▼ Maintain a separate and secure network path for surveillance; maximizing network security and reliability of the core network.

▼ Eliminate business disruption; ensuring a quality shopping experience for visitors.

▼ Adventure to IP surveillance using an environmentally responsible framework; preventing 12,000 Meters (36,000 ft)of cable from entering a landfill.

Product List:

1. EPOC-131VAJ, EPOC-131PSJ (Ethernet/Power over UTP Cable).

EPOC-131VAJ　　　　　　　EPOC-131PSJ

Let us help you take full advantage of EPoC Extender, save money, eliminate risk, and simplify the advantage to IP requirements with our ezLink Series.

www.i-view.com.tw/ezlink-ethernet-over-2-wire-extender/