

FAT FACE MAKES WAVES WITH NEW CCTV INSTALLATION

GlobalVue (The CCTV Division of Maxtag UK Limited) helps protect staff and customers at over 100 Fat Face stores across the UK



..... REQUIREMENTS

Fat Face is one of the fastest growing lifestyle clothing and accessories retailers in the UK.

Having started in 1988 as a business selling t-shirts and sweatshirts in the Alps, Fat Face are now one of the UK's most recognised multi-channel retail brands stocking a wide range of womenswear, menswear, childrenswear, footwear, and accessories, all designed in-house at their headquarters in Havant, Hampshire.

There are currently over 200 Fat Face stores in the UK and Ireland – located in market towns, holiday locations, high street shopping centres and high footfall travel hubs.

Within each store Fat Face wanted to ensure that the best possible security systems were in place, particularly security cameras for the

protection of its stores, staff and its customers. Most of existing stores were using analogue technology with a maximum resolution on each camera of approximately 600 TV lines. Whilst this gives a reasonable picture on live viewing, often the recorded playback quality was poor and therefore not good as evidence in the event of an investigation and potential prosecution.

Dave Lilley the 'Construction Manager' said Fat Face wanted to improve the picture quality to a higher resolution without the heavy cost of replacing all of the existing cabling infrastructure. An entire upgrade to IP cameras had been considered, but later ruled out due to the significant cost and disruption to the stores.



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DAVE LILLEY – Construction Manager

..... **SOLUTION**

Dave Lilley then asked GlobalVue to look at the current legacy technology and find a cost effective solution to achieve an all round higher definition security camera solution that would future proof the estate. GlobalVue recommended to upgrade the Analogue CCTV set up to HD over coax which is called HD-TVI.

HD-TVI stands for ‘high definition transmission video interface’. In essence this new standard sends video signals in a digital uncompressed format over coaxial cable to deliver a staggering picture quality.

Aside from the advantage of broadcast quality images HD-TVI installed for Fat Face also has a number of advantages over IP alternative solutions proposed.

The images are run over RG59 coax cables which are not reliant on the restrictions of

running images over a network. The image quality is more robust and doesn’t suffer from network interruptions caused by bandwidth limitations and latency.

As all of the stores are currently cabled with coax, this cable can be utilised with out the need to be replaced with a new cable structure, this was a considerable cost saving and a huge reduction in disruption to trading. Upgrading a store simply means removing the existing cameras and DVR and replacing with new HD TVI cameras and recorder.

More information upon the GlobalVue HD-TVI system can be found here –

www.globalvue.co.uk/hd-tvi



..... RESULT

Following initial trial installations Fat Face have made the move to HD-TVI in all new stores that the company opens as well as replacing the old analogue technology in stores that get refitted during each financial year. Both the staff and management of the company were instantly impressed by the huge difference in quality of both the live pictures on screen and the recorded images on playback. It has often been said that the older style systems now look so poor in terms of picture quality that they don't know why they didn't upgrade earlier.



The new style cameras are fitted with 3.6mm lens and give wider coverage to each retail space, therefore reducing the number of camera required. They also have built in IR lamps and record perfectly in black and white at night in complete darkness. This is a significant improvement and will provide far better evidence in the event of a break in.

Security is always important, when staff and members of the public are involved. Particularly now with retail units opening for longer hours and often trading later in the evening. Protecting our stores against shop lifting and protecting our staff from agitated and potential volatile thieves has always been a priority for us. We feel that the latest HD security camera systems we have installed go a long way to improving that protection.

