

BOSCH In Shindorim Techno-mart, South Korea



BOSCH

Invented for life

Industry:

Retail / Department Stores

End User:

PRIME DEVELOP Co., Ltd

PRIME DEVELOP Co., Ltd has developed Shindorim TechnoMart and is responsible for administration of the building for over 1,000 stores and over dozens of tenants. PRIME DEVELOP Co., LTD is a subsidiary company of PRIME business group in Korea and they focus on real estate developing projects such as theme parks, department stores, and high rise commercial/residential building in Korea as well as overseas.

Business Objective:

Shindorim TechnoMart is the largest digital department store in Korea which stands at 180m tall. This 47-storey building (305,934 m²) can accommodate over 20,000 customers and carry 2,345 passenger cars at the same time with its connecting Seoul Metro lines 1 and 2. Therefore, they need a highly efficient CCTV surveillance systems to ensure the safety and security of their customers.

Solution:

Bosch was chosen for its ability to meet all their safety requirements. Bosch implemented two sets of Allegiant 8900series Matrix Switcher with satellite configuration for main monitoring from the controlling centre and the parking lot control centre; AutoDome and LTC 0620 cameras (motorized zoom lens) were installed for outdoor surveillance.

Regarding the system design, Bosch and Jangwon I&C worked on the customer requirements to reduce installation costs and to minimise the hassle of future servicing for the CCTV System. They were able to find a solution that meets all requirements and at the same time guarantees the system's stability.

Bosch's Bilinx technology for coax transmission was an obvious fit to the challenges. Bilinx is a bidirectional communication capability embedded in the video signal of all Bosch cameras. With Bilinx, technicians can check on the status, change camera settings, and even update firmware from virtually anywhere along the video cable. Hence, the servicing hassle during maintenance is greatly reduced.

In addition, the entire installation time was also greatly improved by using Bilinx - as the technology uses the standard video cable to transmit alarm and status messages, providing



Techno-mart Shindorim

For some remote and difficult camera positionings, the use of Bilinx technology also allows for accurate remote camera settings and adjustments, and improves the overall performance of the installation.

Result:

The customer's specified needs were well met by Bosch. The technology that was installed contributed to the cost savings for the entire installation. Especially, the AutoDome as it actually sends video and PTZ control signals via a single coax cable, coupled with high speed PTZ accuracy, supercedes a separate data cable for the signal.

Bosch's legendary Allegiant Matrix provides full cross point functions in two separately installed centres as one single system. Any allegiant system can serve as the master switcher in a satellite switch configuration enabling single, main allegiant systems to communicate with each other remotely.

This highly efficient system provided by Bosch fully ensured the safety and security of the building, satisfying the customer completely.

Installed by:

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