

The Whiteside Jones Band
playing at Camvex's 25-year
anniversary party

CAMVEX

celebrates 25-year milestone

Statistically, over 50 per cent of new businesses fail within four years, and the security and CCTV industry has been a revolving door of new companies coming and going. Businesses involved in technology must constantly evolve and adapt to the changing business landscape, technologies and requirements of their clients, or they will fail. *Clubs & Pubs Manager* caught up with Andrew Del Biondo the Founding Director of leading security company Camvex Video Surveillance Systems, to discuss the industry.

Camvex has certainly adapted well over the years, and celebrated its 25-year anniversary in style at Milanos Brighton Beach Hotel, inviting clients and suppliers, and current and former staff. The event was hosted in the upstairs function room on a warm December evening, and guests enjoyed Melbourne's finest hospitality and beautiful views of Port Phillip Bay.

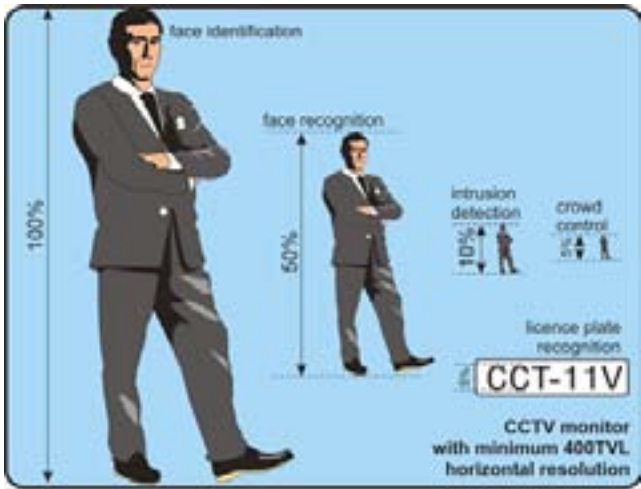
The Whiteside Jones Band (WSJ) kept everyone entertained throughout the evening with a mix of their originals and a range of popular cover songs from the '60s, '70s, '80s, '90s and the present day.

The crowd enjoyed a versatile spread of songs by artists ranging from Paul Kelly and The Church, through to Santana and David Bowie. One of the guests described WSJ as 'a little rocky, a little ballady and little bluesy.'

Later in the evening, Andrew Del Biondo presented staff awards to three of his team members for their outstanding contribution to the business and exceptional customer service. He also thanked all his other past and present staff, clients and suppliers for their support over the 25 years.

We spoke to Andrew Del Biondo after the celebrations to talk about the Camvex business and developments in CCTV technology and its use in licensed premises.

'Clubs and pubs have been utilising CCTV for many years, but the systems have become larger, more difficult



“CCTV TECHNOLOGY HAS ADVANCED SIGNIFICANTLY OVER RECENT YEARS, WITH USERS HAVING A CHOICE OF FOUR DIFFERENT CCTV TECHNOLOGIES”

to manage and confusing when it comes to technology choices. Compliance has become a major issue with CCTV for satisfying standards for liquor licence and gaming regulations.

‘Much confusion exists within the industry regarding interpretations of the CCTV standards and objectively measuring compliance.

‘Many hotels have conditions on their liquor licences requiring identification of customers at entrances and exits of bars and dance floors; however, most are not really compliant, as cameras on dance floors don’t achieve “identification” standards because the area is too dark and the customers aren’t framed up tight enough.

CCTV GAMING COMPLIANCE & LIQUOR LICENCE

CCTV compliance for gaming and liquor licence applications has become an important issue for most hotels and clubs.

Camvex has had 25 years as a specialist CCTV provider and is regarded as the market leader and expert in this field.

- ✓ CCTV system audit compliance
- ✓ Choice of equipment to suit budget & performance needs
- ✓ Multi-platform VMS that supports different CCTV technologies
- ✓ Advanced E-mapping options



CAMVEX VIDEO SURVEILLANCE

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'Australian CCTV standards stipulate that to achieve "identification", the entire target person should represent not less than 100 per cent of screen height. It is assumed that a person's face (head) occupies around 15 per cent of a person's height (see figure). Good lighting is critical to provide identification image standards.

'Liquor licensing has publicly acknowledged that it isn't practical to achieve identification in these low-light areas and has suggested that "recognition" standards may be more appropriate. However, the conditions on most liquor licences don't reflect this admission, and many of the people involved in auditing the CCTV systems for compliance have not been adequately educated about these issues.

'New gaming regulations for CCTV came into effect in August 2012. These proposed CCTV standards will require most gaming venue operators to make improvements to their CCTV systems, ranging from minor to major upgrades. The extent of the improvements required will depend upon how well venue operators have deployed and maintained their CCTV systems.

'Fundamental requirements of the proposed standard relate to the level of CCTV coverage, quality of the images, continuous recording as opposed to motion-activated recording, recording frame rates per camera, recording duration, file formats for incident backups (exports) and system maintenance.

'There will obviously be issues for some with understanding these requirements and objectively measuring compliance with them. Camvex specialises in working with users to design CCTV solutions that meet reasonable interpretations of the CCTV standards required for liquor licence and gaming compliance.

'CCTV technology has advanced significantly over recent years, with users having a choice of four different CCTV technologies, including standard-definition (SD) analogue, 960H, HD-SDI and HD IP. These technologies all have their various pros and cons. Typical systems deployed in most licensed premises are usually SD analogue, which provides standard-definition video images generally transmitted over coaxial cable.

'However, just as we have seen the evolution of SD TV to high-definition (HD) TV become more popular and affordable, we now see it happening with CCTV. There are two types of full HD CCTV technologies currently available: HD-SDI (transmits over coaxial cable) and HD IP (transmits over ethernet cable).

'Both provide exceptional HD pictures, but which technology should you use?

'For new camera locations that require cable installation, we tend to recommend HD IP, but for upgrading existing SD analogue cameras to HD, we recommend considering HD-SDI because the existing cable can be utilised subject to its length and condition, which can save on cost.

'Many CCTV users who want to migrate either all or some of their cameras to HD now have a choice of how this is done. Many years ago, Camvex identified issues with changing technology and issues with software for managing CCTV systems.

'Hence, six years ago, we commenced a joint venture program with a CCTV software developer to create our own Australian-made Freedom VMS. It is the only CCTV software program in the world that supports all four types of CCTV technologies across multiple manufacturer brands.

'This means we can mix and match different technologies and brands of equipment, but manage them all from one common software platform. Most of the major hotel groups in Melbourne have already standardised on Freedom VMS solutions and are enjoying the benefits it provides.

'Licensed premises quite often have multiple DVR systems with 32 to 80 cameras. Many of them require playback of each DVR individually, which is cumbersome and inefficient. Freedom VMS permits simultaneous synchronised playback of multiple cameras from multiple DVRs or NVRs regardless of camera technology type.

'Cameras can be selected from a camera list, or they can be dragged and dropped from an eMap that displays the locations of all cameras in the venue. This feature is a world first and favourite amongst users of multiple DVR CCTV systems.

'About 10 years ago, we saw the "digital revolution" in the CCTV industry, with users upgrading from analogue VHS tape recording systems to digital video recorders (DVRs). We have now entered the "HD revolution", with users wanting to upgrade their systems to higher picture quality standards and refine their CCTV management software for easier and more efficient operation.

'I'm not sure what new hardware we will be using when we celebrate our 30th anniversary, but I do know we will be managing it with our Freedom VMS, which will continue to be backward-compatible with hardware we provided 10 years earlier.' **C&PM**